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Vol. 7 JANUARY—1914 No. 1

Economic Advertising

The Official Organ of The Toronto Ad Club

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The Toronto Daily Star

has the largest circulation in the Toronto daily newspaper field (84,717 daily) more than 10,751 greater than its next nearest contemporary, and one of the first three daily newspaper circulations in Canada of 80,000 or more.

The Toronto Star Weekly

the Sunday or seventh edition of the Toronto Daily Star, is a 5-cent newspaper with a circulation of over 30,000 weekly.

◆◆

¶ The rich possibilities of the field of both these newspapers, the prompt responsiveness of their readers to intelligent advertising and their reasonable advertising rates, makes them profitable mediums for all active and prospective advertisers – local and national—desirous of increasing their trade.

OFFICE OF PUBLICATION:

18 King Street West, Toronto

United States Representatives

New York - CHAS. H. EDDY, Metropolitan Building
Chicago - - EDDY & VIRTUE, People's Gas Building
Boston - - C. H. EDDY - - Old South Building

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word: Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, January, 1914 No. 1

STRAIGHT TALKS

NEW YEAR

GENTLE reader, our New Year Greetings are a little late, but none the less hearty. May you all live as long as you wish, and have wishes that will be gratified speedily, as long as you live.

But this is not talking advertising, but it behoves us to give you some thought of value on the threshold of this New Year of endeavor.

You know our slogan—"more and better advertising"—and whatever influence we can bring to bear in the abolition of existing abuses, in the development of the small man, and in the elimination of the fraud and fake, will have our sincerest and whole-hearted attention.

Much has been done during 1913 in cleaning shop. Some journals have eradicated the noxious from their columns voluntarily. Others, on learning the requirements of the amendment of the Criminal Act, have discarded much that is distasteful, if not harmful. Others are still sailing so close to the wind that any sudden squall of public opinion may upset their craft at any time. And the water is deep, and rescue parties for those who have disregarded the trend of modern opinion, are few and far between.. The little we have been able to do in the uplift of advertising has received most gratifying commendation from our biggest national advertisers. The assurance of their continued support in our efforts

"The people who read the Family Herald and Weekly Star don't have to worry about the high cost of living They produce and sell the sixty-cent eggs and thirty-five cent beef."

Bill Wise

Manufacturers and Merchants wishing to market articles that appeal to the prosperous rural inhabitants of Canada can obtain the right kind of introduction through the advertising columns of the

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

MONTREAL - - CANADA

gives us renewed confidence. Heart and soul we have allied ourselves with the Ad Club movement. Their doctrines and their practices duplicate our own. And we believe that this earnest body of fighters is in the right way to have a measure passed through the next session of Legislature not only to make it a criminal offence to publish what is obscene, fraudulent or misleading, but also to publish advertising which comes so closely on the border line of veracity as to deceive ninety per cent. of the public.

There is a whole lot of difference between fraud within the meaning of the act, and an obviously truthful advertisement couched in misleading terms.

Truth and honesty in advertising pays and pays handsomely. This has been proved and proved time and again.

Just take a look over any files of ten years ago and see from what miserable stuff publishers derived their revenue. And then compare these with the comparatively clean literature of the present day. Much, surely, has been accomplished, but much has still to be done. And everybody interested in any way in advertising has to lend a hand.

We enter on the New Year with the conviction that we have the big men—the right-thinking advertisers, behind us. The others will shortly be weeded out.

Here's to you, our reader friends—And may 1914 bring you a generous store of health, wealth and prosperity.

THE CONVENTION PROGRAMME

WITH still six months to go before the Associated Advertising Clubs of America meet in annual convention in Toronto, it is gratifying to note what an advanced stage the programme of activities has reached.

We are hoping to report fully elsewhere in this number the deliberations of the executive committee which is meeting this week in New York, but it may be well to note here some of the outstanding proposals for the Toronto session.

That the 1914 convention will be radically different from its predecessors in many respects is assured by the pronouncement of Chairman J. K. Allen.

At former conventions there was far too much rushing about, and members found it impossible to find the time for leisurely intercourse and interchange of views from which so much real benefit results. This will be obviated, for the Toronto Exhibition grounds offer unique facilities for such intercourse.

The Sunday services will be retained, but the number of these services will be limited to one or at most two churches of each leading denomination. This is a move in the right direction, for

The Acton Printing Service

Copywriters to supply ideas and get up reading matter in convincing form.

Designers to devise cover designs, illustrations and attractive color schemes.

A Printing Plant capable of the very highest grade of work.

If you are thinking of getting out any printing—anything from a leaflet to a ponderous catalogue—try Acton Printing Service.

'Phone for a salesman

Parkdale 4171

The Acton Publishing Co., Limited
Job Department
Cor. Queen St. W. & Gwynne Ave.
Toronto

ten addresses from the real pillars of advertising will carry much more than thirty men of less calibre.

Again, the departmental sessions will provide the backbone of the convention, lasting over two full days, and this is as it should be, for no advertising man could possibly take in the departmental meetings of every branch of publicity—and plenty of time will be given to the work of the educational and vigilance committees.

The Inspirational Meeting will be retained. The wish of the majority in the matter of entertainment is to be gratified, and as far as the official programme of entertainments is concerned, it will not be allowed in any way to interfere with the business sessions. But there are entertainments and novelties galore for even the most fastidious, and the visiting ladies will be specially catered for.

A most important feature which it is proposed to introduce is the consideration to be given to the needs and views of the consumer. As Mr. Allen says: "We, as advertising men, have improved our technique, beautified our typography, and made our writing more forceful. We are spending much time in studious improvement. But we have neglected to take account of the one at whom all this labor is really aimed—*the consumer*. What does he think of us and our work? How can we improve our service to him?"

And, when we come to think of it, important as are the many branches of Ad Clubs' work, the work is of little avail unless it goes hand in glove with a policy of education and enlightenment of the consumer.

We are pleased to report the promise of very large delegations from the States, England, Europe and other countries.

O. J. Gude, of New York, is now in London, Eng., doing missionary work and reports an enthusiastic reception everywhere.

Toronto will be ready for the Associated Clubs—all Canada is here to welcome them, and if the spirit pervading each ad man is that of parting with a little of what he knows, instead of seeking to get all and give away nothing, the mighty power of modern business known as advertising will receive a wonderful uplift.

THE POWER OF THE PRESS

A PHRASE oft repeated, but so little appreciated—the mighty "power of the press"—the lever that lifts business to heights hitherto undreamt of.

Perhaps one of the best instances of the power of the press was demonstrated recently in a leading Canadian city.

The situation was unique. A worthy mayor seeking re-election had five papers supporting him. The sixth, an influential organ, did not agree with him on the transportation question. It was a

1914—Better Advertising—Increased Selling

—a business resolution, an evidence of progressiveness that stimulates business spirit.

Battle cry "ONWARD" demands increased aggressiveness, improved selling methods, conquest of new territory. Any one of the three promoted individually will mean failure—whereas—co-operative progressive effort will get paying results in the same field.

Your New Year resolution originates the aggressiveness. The DAILY NUGGET supplies the selling medium that will carry your message in the homes—right to the very people whom you want to convince; Northern Ontario, with its population of over 50,000, is new territory in many respects that will pay you to acquire.

The NUGGET reaches daily the best homes in the district. Let yours be the co-operative effort for 1914.

Full information supplied by any Advertising Agency, or from

THE COBALT DAILY NUGGET Limited

COBALT - ONTARIO

THE HAMILTON HERALD

ESTABLISHED 1889

THE RECOGNIZED ADVERTISING MEDIUM OF HAMILTON, FAMOUS FOR RESULTS.

THE ACKNOWLEDGED PEOPLE'S PAPER, MAKING IT THE REAL CONNECTING LINK BETWEEN BUYER AND SELLER. COVERS THE LARGEST CITY FIELD OF THE PURCHASING PUBLIC.

A NEWSPAPER OF POWER, CHARACTER AND INFLUENCE.

IN HAMILTON THE HERALD IS A TOWER OF STRENGTH.

The Herald Printing Co. of Hamilton, Limited

PUBLISHERS

Hamilton - - Ontario

question of finding an opponent. But no one of any calibre would make the sacrifice.

At the last moment—in fact on nomination day—a young untried man, worthy no doubt, but probably the lightest weight in the existing council, declares his candidature.

With the result—that one paper with their boosting for the candidate of their choice—was able to get polled for this inexperienced candidate nearly 15,000 votes.

We have no desire or intention to enter into the political arena. But the illustration of the point we wish to make will be sufficient excuse for another instance at the same election.

A tried and worthy controller, who, we understand, headed the polls at the previous election, had fallen foul of a certain daily. They had found he was getting off pretty easily in the matter of assessment on his property, and the bouquets hurled at him were, to say the least, not lady like. The charges made were, apparently, not refuted, and the worthy controller's candidature, was certainly thereby discounted.

The result—he drops from first to seventh place, and now the City Hall knows him no more. So much for history.

There is a lesson in this, however, for advertising men. We have purposely refrained from mentioning names, not because they would weaken our argument, but because it would advertise certain papers at the expense of others equally worthy

Think of it, Mr. Advertiser—and think just what it means to talk to the people who read such papers which can make and unmake the high and mighty—who can practically create something out of nothing and do the seemingly impossible.

If the daily press has a power of this kind,—and it is not to be disputed—is not your message to the purchasing public in media like these going to receive a response that will amply repay any investment you may make.

Don't think we are knocking the many other media of publicity. But this is just one case where the daily newspaper comes into its own.

THE CURSE OF CAREFULNESS

THERE were many who were privileged to listen to Herbert N. Casson's recent breezy and optimistic address who could not agree with him in more than one of the statements he made.

And we certainly take issue with Mr. Casson when he claims that Toronto is handicapped by the curse of carefulness.

It is just about twenty years ago in Australia that a little more care on the part of the Banks and financial houses would have averted a very great national calamity. But the land bug

YOUR 1914 LISTS

will not cover the City of Vancouver and the Province of British Columbia, unless you include

THE SUN

There is no more economical and profitable medium through which Eastern Canada and American Manufacturers can talk to this prosperous and home-loving people.

Don't delay! The first in the field will have the biggest say!

The "SUN" has the largest morning circulation (over 22,000 daily) in British Columbia and is still growing.

Ask any Agency for rates.

THE BURRARD PUBLISHING CO. Limited

VANCOUVER, B.C.

Eastern Representative :
EDGAR J. GUY, Canada Life Bldg., Toronto

The St. Thomas Daily Times

is the live one in

ST. THOMAS

and Elgin County

Time and results prove its popularity as shown by its circulation which is steadily increasing. THE TIMES is unquestionably a superior advertising medium. Its columns prove it. Sample copies, circulation statement and rates furnished on application.

The Times Printing Co. of St. Thomas, Limited

L. H. DINGMAN, President

Paper and City Are Both Growing

The Stratford Herald

is aggressive as to quality of the paper, its news service and in securing permanent circulation. Present standing—

Guaranteed Daily Net Circulation Over **3,700**

Guaranteed Weekly Net Circulation Over **2,350**

The City of Stratford has likewise grown over 1.300 during the past year and now has 16.453 population. Include STRATFORD and THE HERALD in your lists.

The Stratford Herald Printing Co.
LIMITED

W. S. DINGMAN, President

was in the air—land values became tremendously inflated, and everybody was speculating in real estate. Money was loaned with utter disregard for the margin of security offering, and the inevitable happened. Values dropped, and all but three Banks closed their doors.

A similar land boom occurred in Cape Town a few years ago, but the bankers had learnt their lesson from the experience of their Australian cousins, and fortunately indeed for business in general the same fatal mistake was not made.

In Canada, as is well known, the wildest kind of speculation in land has been reported from nearly every part of the country. Many, we are aware, have made money, but this speculative spirit, now happily to a great extent curbed, was discouraged largely by the action of the banks refusing to provide accommodation in the way of advances against real estate.

They were "careful," and we think that the prime reason for the good standing in the English and American money markets of Toronto securities and those of other Canadian cities may be looked for in the conservative attitude of Canadian financial houses.

For legitimate commercial purposes, even in a period of unusual financial stringency the world over, there has always been money enough.

No, we cannot regard a spirit of carefulness as either a misfortune or a curse. True the British nature is inclined to be phlegmatic and conservative, but it is better to err on the side of care and caution, than to plunge wildly into speculation and "fun and forty per cent."

High-Grade Advertising Man Wants a Change

Man of wide experience in sales and publicity. For last seven years associated with largest and most successful concern of the kind in Canada. Has increased the business wonderfully. Is a strong, forceful writer, splendidly equipped with original ideas and business-getting methods. Wants to change for personal reasons. Would give whole or partial time to smaller concerns desiring his services. Address Box 107, Economic Advertising, Mail Building, Toronto.

RESOLUTIONS

Resolved: That we will during 1914 continue to do all in our power to further the interests of our patrons in every way possible.

Resolved: That we will supply perfect printing ELECTROTYPES or STEREOTYPES of all kinds that will do justice to ourselves and produce results for our customers.

Resolved: That we will accommodate our patrons and do all in our power to make prompt and careful delivery of ELECTROTYPES or STEREOTYPES on times specified.

Give us an opportunity to show that we are in earnest and desire to adhere to our resolutions.

Central Press Agency Limited

70 PEARL ST. TORONTO **Electrotypers and Stereotypers** F. DIVER Manager

The Guelph Mercury and Advertiser

Established 1844

Is the only Guelph paper which gives a sworn detailed statement of circulation.

PRESENT CIRCULATION.

EVENING EDITION, 2960. (Practically 3,000.) Over 80 per cent. in the City of Guelph. Not given away, but sold at $4.00 per year, or 2c. per copy, in one of the wealthiest and most liberal buying urban com. inities in Canada.

WEEKLY EDITION, 4,500, all paid in advance, distributed in the best known farming section of the Dominion.

COMBINED PRESENT AVERAGE DAILY AND WEEKLY CIRCULATION 7,460 PER ISSUE.

General advertisers who wish to reach the people of Guelph, and of the splendid district tributary to it, can do so in no way so effectively or cheaply as through the columns of The Mercury, Daily and Weekly.

ANALYSIS OF CIRCULATION FOR THE ADVERTISER

By J. J. Gallagher, Managing Director, Acton Publishing Co. Limited.

IMAGINE a monotype salesman convincing you that you needed his equipment on the strength of his simple statement that the machine was capable of an indefinite amount of work and available at a certain price!

Is not his position as logical as that of the publisher endeavoring to sell circulation, of which he knows no more than that it amounts to a certain figure and costs so much? And, after all, it is the number and quality of readers that make advertising space in a medium marketable.

Advertisers have purchased advertising space on faith as long as they intend to do so. Brainy men are no longer accepting indefinite circulation statements, but each year are becoming more careful buyers. When engaging a personal sales representative one has a just desire to know the qualifications of the applicant; if advertising is salesmanship on paper, why should not one be as particular in hiring such a silent salesman?

Our problem today is to be prepared to satisfy the careful buyer of space, to be able to convince him, with *facts* as well as figures, that our media are qualified, absolutely, to be on his sales staff. And this we can do by analyzing our circulation. What is circulation analysis? It is the dissection of mailing sheets by a conscientious publisher who desires to be perfectly open and frank with his clients. An honest publisher has nothing to lose, but everything to gain, by taking advertisers into his confidence. Only the man who faces the problem of wisely spending an advertising appropriation can tell you the value of a complete analysis of circulation on the part of publishers wanting a slice of his appropriation. Only such a man, did I say? No, the publisher also benefits by his fair-mindedness, as I will show by the experience of one, later on.

But how far should we go in analyzing circulation for the advertiser, and along what lines should we proceed? That we may progress along the right lines let us look at our proposition from the buyer's standpoint, learning what information he requires. Then we can secure it, and place facts and figures in the hands of our solicitors, enabling them to answer intelligently the reasonable questions of a keen buyer of space.

An advertiser in a trade or class medium wants to know the *true quantity* of circulation. In good old days, the general statement, "We reach 90% of the best merchants, architects, engineers or painters," was a beautifully indefinite reply to the prospective advertiser's first question, and it was very convincing—then. Class journals were

The Free Press, Winnipeg, is the Strongest Advertising Force in the Western Market

Rapidly as Western Canada is growing the Winnipeg Free Press is more than keeping pace. While in the last ten years the population of the three prairie provinces more than trebled the circulation of the Winnipeg Free Press has quadrupled, its advertising more than doubled and the white paper consumed for its daily and weekly editions has increased nearly ninefold.

	Circulation Carried.	*Advertising Carried.*	*Paper Used.*
1902	15,341	5,187,542 Agate lines.	1,290,492 pounds.
1907	36,852	9,139,500 "	4,624,701 "
1912	61,591	13 945,490 "	11,088,043 "
1913	*66,889	11,847,373 "	10,842,187 "

*Circulation for 11 months only.

Within this period the Free Press outgrew two buildings—the one on McDermott and Albert Streets, occupied in 1900, and the big Portage Avenue and Garry Street building, erected in 1906.

In computing the advertising power of the Free Press these outstanding points must be considered:

(1) The constituency of the Winnipeg Free Press is the most productive and the most rapidly growing market in the Dominion.

(2) The Free Press is bought wholly on its merits as a newspaper, not a single reader being secured through circulation contests or premiums of any kind.

(3) The circulation of the daily Free Press in the city of Winnipeg is over 39,000—*more than one to every home.* Of these more than 83 per cent. are delivered direct to the subscribers by the most efficient distribution system in Canada, comprising two branch offices, eight depots, two high speed motor trucks and 508 salaried carrier boys.

The Free Press, Winnipeg, offers undoubtedly the best opportunity to win the Trade of Western Canada through Advertising.

Any Advertising Agency will tell you about the Winnipeg Free Press.

EDGAR J. GUY, Eastern Representative
Canada Life Building, Toronto

unfortunate. They could not "claim" to reach a definite percentage of the population, so frequently any large figure that sounded reasonably impressive was the *quantity* of circulation, and the mailing room employees were often the only ones who *knew* the *exact* figures.

Today those same buyers of space want to see sworn statements, post office receipts, and the actual lists, unpadded, of paid subscribers for verification of circulation. Are they not entitled to receive such information? They certainly are, and they are justified in asking and getting truthful answers to such questions as "What is the average issue in a given period?" "How is it divided among paid subscribers, advertisers, journals for office use, samples, news stand sales, returns?" "What is the distribution by Provinces and Counties?" "How many copies go out of the country?' "What percentage is urban and what percentage rural circulation?"

They wish to know where our medium is capable of serving them most effectively, because of most thorough circulation—also where the field is least well covered. Sometimes we forget that our medium is only one plank in the advertiser's platform. He does not expect us to produce a journal or magazine that will solve his advertising problem. Therefore, it is no discredit to us to truthfully state where we circulate, where we can best serve the advertiser—and where we are weakest. He will appreciate frankness quite as much as truthfulness.

So much for quantity. Now how about quality? A large advertiser recently said he would rather use one journal that reached a comparatively small number of *large* buyers, and one magazine that reached the *better* class of homes, the homes of people of taste who had money to spend—and pay *double* prices, than any half dozen costing a like sum and covering similar ground and basing their

Merely "cards" but effective

claim for his business on quantity of circulation alone. He was thinking of the buying power of circulation units.

Many advertisers know they want quality circulation but hardly understand how to determine exactly what *is* quality circulation and what is not. They put it up to the publisher. So it is for the pub-

TWO NEW RAILROADS

will be operating into Calgary next month.

The C. N. R. will have trains running before February 1st and the G. T. P. will be operating shortly after. This means an immense new territory tributary to Calgary will be thrown open and dozens of new towns will spring up. *This new territory, as well as all Southern Alberta, can be covered more thoroughly and at a smaller cost by the CALGARY HERALD than by any other medium.* Circulation sworn to over 21,000 daily, over 8,000 weekly. Write for detailed statement and rate card.

The Herald Publishing Co., Limited

Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

The medium which reaches the well-to-do homes, the people worth while, in Montreal is

The Gazette

EVERY MORNING. ESTABLISHED 1778

Commanding a higher subscription rate than any other newspaper in the Montreal district, The Gazette has emphatically a quality circulation.

The Gazette Printing Company, Limited

lisher to prove quality circulation —for his benefit as well as for the good of the advertiser.

A Canadian publication sometime ago made a thorough analysis of its circulation. Its publishers wished to prove conclusively that readers of this journal were numerous, and of a class advertisers were anxious to reach. In parenthesis it may be remarked that the man who carried out the idea originated it several years before and worked it out on a smaller publication. So much is a credit to Canada.

Using one page of its own space, one time, this publication took its readers into its confidence, explaining the need of the magazine for specific information as to the character, standing and mode of living of its subscribers. A premium was offered to all who answered a number of questions printed on the page.

These were forty in number and along the lines of the following:

Do you own or rent your home?

What other similar publications do you read?

What is the value of your property?

Whose make of shoes do you wear?

How many persons read your copy of this magazine?

Do you buy advertised articles? If so, why?

How many live in your home?

What piano do you use?

What breakfast food do you use?

Over 840 replies were received, representing one in every 32 of their readers. There was every evidence of sincerity in the replies.

Think for a moment how valuable would be the information thus secured, valuable to the publisher and to his client.

With this information at his disposal the publisher could go into the office of an advertiser and say, "Here I give you the opportunity of talking to so many thousands of people located as follows. Here is how they live. This is their standing in the community, their average wealth," etc.

The instantaneous success of the undertaking proved its practical nature. Before the data was in printed form, sufficient *extra* business was secured on the strength of it to more than pay the entire cost of the analysis.

I know of one other publication, an American trade journal, which analyzes its circulation from the standpoint of distribution alone. The publishers have found it a great help in soliciting and holding advertisers, to give them the information they have on hand.

Each one of us must decide how far we can go along these progressive lines. Certain it is that the successful publisher of the future will have to know more about, and tell the advertiser more about, his circulation than does the average man of today.

* * *

Truth is a part of efficiency in advertising; efficiency is the greater word because it includes truth and also the further vital thing—effectiveness—*E. St. Elmo Lewis.*

With the Daily and Sunday World the advertiser gets a total combined circulation of

more than 138,000

and a combined City of Toronto circulation of

more than 96,000

A combination contract for 10,000 lines, covering both papers, gives a rate of less than

9 cents per line

per 1,000 circulation, for both papers. For particulars, rate card, sample copies, etc., address

The World Newspaper Co., Limited
Toronto

WHAT AN AGENCY CAN DO FOR AN ADVERTISER

THE following very interesting analysis as to what an Advertising Agency really can do for an advertiser is culled from some recent advertising literature of the Johnston-Ayres Company San Francisco, and appeared in "Fourth Estate."

We commend it for careful perusal by Canadian Advertising and Sales Managers.—Editor.

This is a talk to business men on a subject of very great moment.

All business men do not understand what a thoroughly organized advertising agency can do for them.

THE SERVICE

Here are some of the things:

Analyze the subject;

Study it from the view-point of the outsider;

Find out what competition it has to meet;

What are its strong points; and its weak points;

Go thoroughly into the matter of distribution;

Advise where, when and how to advertise it;

Prepare the copy and illustrations;

Have the cuts made and the type set;

Have the electrotypes made; contract with the papers for the space;

Ship the electros;

Send a schedule for insertions to the publishers;

Check the insertions as to location on the page, dates, etc.;

At the end of the month send one bill for all the service rendered and for the space used.

Ninety-five per cent. of all advertising for manufacturers is done through agencies.

Those who attempt to advertise direct find it irksome.

The correspondence alone becomes a burden.

The constant watchfulness necessary to insure insertion on the scheduled dates in the localities contracted for must be done by a trained man.

RATING AN AGENT

In deciding which advertising agency to entrust with your promotion work there are many elements to consider, as:

a Honesty	10%
b Ability	10%
c Experience	10%
d Financial responsibility	10%
e Standing in the community	10%
f Standing with the publishers	10%
g Present clients	10%
h Clients' recommendation	10%
i Previous successes	10%
j Campaigns prepared for others	10%
	100%

When each of these are carefully considered, give your account to the agency whose total percentage most nearly approaches 100.

It's the

Morning Advertiser

now as well as the Noon
and Evening Advertiser

From the 1st of January the LONDON ADVERTISER has issued an early morning edition and will continue to do so regularly.

THREE EDITIONS DAILY

Greater Circulation, Larger Field for Advertisers

Every rural route has been efficiently canvassed. Every town and village will be visited by solicitors.

Every department of the paper will be edited by competent staff of editors.

When you wish to reach Western Ontario you should select the paper that will bring you results.

All advertisements inserted in the three editions.

New rate card issued January 1, 1914.

Send for Copy.

LONDON ADVERTISER CO.
LONDON - - ONTARIO

FRED W. THOMPSON,
Special Representative for Toronto
56 Mail and Empire Building

When the selection is made give your sales organization, with your agent the assistance if you are to get results.

He may ask for conference with your sales organization, with your technical men, with your customers.

He cannot stand off at arm's length and succeed.

He must get into close and intimate contact with the innermost secrets of your business to succeed.

He must know all the facts and be able to turn them into sales talk on paper.

For selling is advertising and advertising is selling and when advertising isn't selling it isn't advertising.

The experienced advertising agent rubs up against the brightest men in all lines of business.

He gathers knowledge from others as well as from his own experience and is able to apply what he knows to making a success of your business.

His mind trained to analysis is adding new strength to your organization.

When he succeeds—tell others.

WHAT'S DOING AT THE AD CLUBS

CALGARY

The Ad Club at this point reports excellent progress, and many important matters relative to the Club were discussed at the meeting on Dec. 9th. Social and Programme Committees were elected, and details of future activities were decided upon.

At the luncheon on Dec. 17th, President Rankin told the members of the publicity that Alberta had received at the Chicago Land Show, and from various government and railroad exhibits.

A letter was received from the Edmonton Ad Club asking the local organization to co-operate with them in the matter of bringing about legislation to restrict fraudulent and misleading advertising.

* * *

EDMONTON

A splendidly attended luncheon to celebrate the first birthday of this go-ahead club was held on the 27th, and addresses were given by W. A. Milne, secretary of the club on "The Need of Law," and by H. A. Roth on "The Interpretation and Operation of the Law."

On Dec. 15th a membership of 247 was reported, a most gratifying result of the year's operations.

Officers as follows were elected for the present year: President, W. J. Magrath; vice-president, H. A. Roth; secretary, W. A. Milne; treasurer, H. H. Hull; executive, M. R. Jennings, A. E. Esch and A. Wolfe.

* * *

MONTREAL

Milton Bergey of the McKim Agency was the principal speaker at the publicity association gathering on Dec. 8th. There was a very large attendance.

Mr. Bergey maintained that the

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1912, 2,389,764

Weekly Average, 45,957

Hamilton Newspaper Union
Hamilton, Canada

Over Half a Century of Continuous Publication

must give a solid value to a newspaper. The Daily Journal has served the people of St. Catharines and the Niagara Peninsula since 1859. It enjoys to-day a wide circulation, a heavy advertising patronage.

Use its columns for results.

Write for Circulation and Rates.

The Journal of St. Catharines
Limited
St. Catharines, Ont.

To-day's Paper To-day

The prosperous and progressive Western Ontario Farmer gets his daily paper now-a-days nearly as early as the city dweller.

The rural mail delivery has made this possible.

Why not talk to the richest per capita class in the country by advertising in the

LONDON FREE PRESS
Morning—Noon—Evening
Over 35,000 Daily
The Medium That Brings Results
Write for rates and sample copies.

The London Free Press Printing Co., Limited
LONDON - - ONTARIO
EDGAR J. GUY
Canada Life Bldg. Toronto
SPECIAL REPRESENTATIVE

advertising man who was a success did not rely on scissors and paste but was the man whose brain was a fertile mine of new thoughts and ideas. The study of psychology, he asserted, was of immense value to the advertising business, and was the greatest asset to the publicity expert.

Even yet there were some dealers who did not stick entirely to the truth and who did not hesitate to take a "fall" out of their customers whenever the chance offered.

These merchants never got very far, for honesty, the basis of operating of the biggest modern commercial concerns, was a prime essential.

* * *

A largely attended and much enjoyed smoker was held on the evening of Dec. 12th.

F. A. Covert spoke at the luncheon on Dec. 16th. There were just two great mediums to reach the public, he maintained, space advertising and specialty advertising.

The newspaper was the ideal vehicle to reach the public *en masse*, but if you desired to bring your arguments home to the individual, a system of specialty advertising must be adopted. The speaker spoke most convincingly on the advantages to be derived by keeping in touch with the requirements of the consumer.

* * *

TORONTO

A novelty was certainly sprung on the members and a large number of visitors at the weekly luncheon on Dec. 9, when A. D. Armour, the well-known barrister, gave a most lucid and interesting talk on the "Origin and Development of Law."

The principles which brought about the institution of law in the world were clearly explained and most satisfactory answers were given to the queries, "What is law?" and "How did it arise?"

Law, the speaker maintained, was not a code of rules imposed by any supreme power, but a compact between people who desired to live together in harmony.

Law was not made for individuals but for the good of the greatest number—for the commonweal.

No law could have any validity without the assistance of physical force.

This was the one satisfactory answer to the claims of Woman Suffrage, because woman must always be second in physical strength.

Law is not a moral code and never attempted to be. It is the legal protection against violence of every kind.

The development of the feudal system, the lessening of kingly power and the decrease in the amount of punishment inflicted for slight offences were all touched on.

In view of the fact that law enters into so many phases of modern business—contracts, mortgages, advertising, etc., Mr. Armour's remarks in this respect were closely followed.

A semi-promise was exacted from the speaker by President Rook that he would at a later date deal

The Mail a

Sworn Detailed Statement of the Actual Net Circulation of the Daily Mail and Empire for the Year 1913

DA.	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC
1	75,328	57,317	57,533	55,772	55,933	.....	78,710	56,190	81,817	59,852	61,107	57,174
2	58,763	.....	.....	59,081	55,791	56,542	60,743	60,184	61,606	56,025	.....	56,316
3	53,091	53,888	56,185	55,655	59,444	56,430	56,725	.....	57,184	56,435	57,021	60,424
4	56,033	54,503	54,075	55,463	.....	59,590	57,134	80,321	57,325	60,293	56,408	56,263
5	.....	56,841	57,517	61,017	56,515	55,810	59,763	60,807	57,110	.....	60,240	56,232
6	53,618	53,433	54,182	.....	56,120	55,817	.....	56,190	60,494	56,422	56,397	59,584
7	53,014	54,674	54,533	56,021	58,671	59,568	56,889	56,231	.....	56,144	56,496	.....
8	56,246	57,024	58,183	55,376	55,977	.....	56,619	56,501	57,374	60,125	60,126	56,479
9	52,651	.....	.....	59,057	55,907	56,692	60,012	60,170	56,771	56,535	.....	56,000
10	52,727	54,051	54,765	55,443	59,732	56,594	56,409	.....	60,432	56,525	57,882	59,459
11	56,425	61,204	54,446	55,639	.....	60,231	56,497	57,427	56,907	59,857	56,843	55,993
12	.....	60,604	58,242	58,906	56,577	56,777	59,482	56,624	56,807	.....	60,173	55,839
13	53,377	54,469	54,711	.....	56,081	56,396	.....	60,501	60,028	58,096	56,627	59,3[illegible]
14	52,638	53,660	55,264	57,764	59,670	60,058	57,131	57,073	.....	56,637	56,732	.....
15	56,332	57,303	58,121	55,931	55,871	.....	56,510	57,081	57,436	60,136	60,302	56,528
16	53,046	.....	.....	59,017	56,157	57,654	60,280	60,169	56,887	56,624	.....	55,976
17	53,112	55,407	55,394	55,800	60,928	56,393	56,957	.....	60,225	56,709	57,427	59,252
18	56,526	53,473	54,334	55,299	.....	59,934	56,414	57,253	56,767	60,102	56,845	55,603
19	.....	57,079	58,165	59,012	56,537	56,372	59,978	56,786	55,992	.....	61,348	55,690
20	53,933	53,671	54,971	.....	63,950	56,345	.....	60,602	59,895	79,995	60,962	59,488
21	53,354	53,648	76,003	56,106	59,657	59,647	57,225	57,138	.....	61,057	61,197	.....
22	56,562	57,687	62,710	55,709	56,079	.....	56,740	57,039	56,842	56,823	60,585	56,351
23	53,430	.....	.....	58,983	56,402	56,714	60,752	60,729	56,528	56,710	.....	55,982
24	53,888	54,344	56,159	55,598	78,630	56,213	56,521	.....	60,159	56,744	61,664	59,832
25	57,000	53,801	56,625	55,688	.....	60,416	56,376	57,844	56,455	60,230	56,678	77,924
26	.....	57,203	59,017	60,753	60,962	56,510	59,918	57,142	56,477	.....	59,843	60,069
27	53,929	53,705	62,772	.....	56,186	56,253	.....	60,870	60,143	57,142	56,366	59,58[illegible]
28	53,358	53,977	62,741	56,117	59,781	59,769	57,195	57,235	.....	56,395	56,495	.....
29	56,769	.....	58,877	55,628	56,127	.....	56,269	57,576	56,663	59,859	59,860	56,38[illegible]
30	53,420	.....	.....	60,991	55,814	57,321	59,886	60,485	56,192	56,529	.....	55,67[illegible]
31	53,389	.....	55,997	.....	59,791	.....	56,075	.....	.....	56,251	.....	59,531

ACTUAL NET DAILY AVERAGE FOR 1913, **57,843** (an increase over 1912 of 3,48[illegible]

ACTUAL NET CIRCULATION FOR THE MONTH OF DECEMBER, 1913: **58,25[illegible]**

ıd Empire

OFFICIAL DECLARATION

DOMINION OF CANADA
City of Toronto
To Wit:

I, WILLIAM JAMES DARBY, of the City of Toronto, in the County of York, Circulation Manager, of "THE DAILY MAIL AND EMPIRE," newspaper, do solemnly declare:—

1. That the actual net average circulation of THE DAILY MAIL AND EMPIRE per issue for the 12 months ending December 31st, 1913, was 57,843 copies.

2. That this statement of Circulation does not include any spoiled sheets, destroyed papers, or papers sold in any other way than day by day in the ordinary course of trade to News Dealers, News Vendors, and Subscribers, including "Exchanges."

3. That this statement does not include any papers sold wholesale as Election campaign literature or for any other purpose.

4. That the above tabular statement is a correct report of the Daily issues of THE MAIL AND EMPIRE for the year ending December 31st, 1913.

5. That these papers were distributed daily as follows:

TORONTO City	27,963
OUTSIDE OF TORONTO	29,880
Total	57,843

6. That the books and records of THE MAIL AND EMPIRE office are open to any advertiser, or their representative, at any time, for the purpose of verifying the above statement, and that any assistance necessary will be given to them for the purpose of checking said statement.

And I make this solemn declaration, conscientiously believing it to be true and knowing it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me, at Toronto this 8th day of January, 1914.

[SEAL] M. C. McLEAN, Notary Public

W. J. DARBY, Circulation Manager

The Mail and Empire herewith presents its Annual Statement for the information of advertisers and prospective advertisers. Sworn detailed statement in booklet form showing circulation, post office by post office and county by county, furnished on application.

THE MAIL AND EMPIRE,
Toronto, Ontario.

25,802

That was the daily average output of the

HAMILTON SPECTATOR

FOR 1913.

No foreign advertiser looking for the best results should omit THE SPECTATOR.

There is a big market in Central and Northern Alberta for every kind of manufactured article. The Manufacturers and Wholesalers can develop this market by advertising in the

Edmonton Journal

(Sworn average circulation for September 16,035 copies daily. Large as is the margin of Journal Circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta Business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

Published by the Journal, (Branch of Canadian Newspapers Limited,) Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man. **JOHN MacLAREN, Business Man.**

Eastern Representative, E. J. Guy, Canada Life Bldg. King St. W., Toronto, Ont.

with law in relation to advertising more fully.

* * *

On Dec. 16, the Club listened to a real Western optimist, George M. Hall, publicity commissioner for the city of Edmonton, who told what the Commissioner's Office has done for that city. "Everybody advertises," he claimed, "then why should not a city advertise?" Big cities have not so much need to advertise as smaller ones, yet they do by means of their annual expositions, and find them very profitable.

There was an appalling ignorance even amongst Canadians of what the West was like, and Western Cities were certainly in need of the fullest possible publicity.

The methods used in Edmonton, —newspaper publicity, the preparation and distribution of many kinds of literature, and other forms of "letting people know" had not only benefitted the city, but a vast surrounding country.

And the publicity gained had been influential in attracting a remarkable number of farmers, industries and commercial men.

Many more people, the speaker claimed, will have to go on the land, or there would be no material reduction in the cost of living.

The chief aim was not to induce Eastern manufacturers to migrate west but rather to look for new industries from the U. S. and England.

Mr. Hall's talk was punctuated with considerable humor and was very well received.

There was no meeting Christmas week, or rather no regular meeting. But on the evening of Dec. 22, the boys got together for a real old fashioned Christmas, when every one got a gift more or less appropriate.

Kernel Brazil and his Nutty Men attended to the musical and dramatic part of the evening, and genial Frank Madden made an ideal Santa Claus.

* * *

Dec. 30 was occupied in receiving reports from the chairmen of the various convention committees and judging from the thorough way in which these men and their colleagues have been working, everything is practically ship-shape even at this early date, and we shall be ready to give our visitors the time of their lives next June.

President Rook read a list of prominent citizens who have given definite promises to act personally on the ways and means committee, and the names include so many leading men that any fears entertained as to finances are now entirely dispelled. The Chairmen of the various Convention Committees reported as follows:

J. Blackhall, Ladies' Committee; T. Wibby, Membership; E. Phipps Hotel; Murray Ross, Convention Halls; C. Matson, Luncheons; W. J. Healy, Transportation; E. J. Ruddy, Reception; H. G. Hocken, Decorations; R. Coryell, Entertainments; C. N. Coombs, Publicity; H. O. Edwards, Souvenirs and Badges; G. Fleming, Churches; J. B. Holworth, Registration; G. Bertram, "Get them out."

Its the Yearly Average that Counts

The people who read their favorite paper year in and year out are those of most value to advertisers.

No spasmodic jumps arising from voting contests, sample copy issues, etc., mark the *Stratford Daily Beacon's* circulation. The Daily average circulation for last year was

3,029

At the end of this year an increase will likely be shown indicative of steady, healthy growth, notwithstanding competition by voting contests in other journals.

Stratford last year added 1,400 to its population and nearly two hundred new homes. Its population is now 17,000, and it keeps growing.

The Beacon has the largest Home Circulation.

THE STRATFORD DAILY BEACON
STRATFORD, ONT.

To get business in 1914 will require keener effort than for some years past.

Means—Methods—Men, must be the best available.

The Saskatoon Phoenix

offers the best medium for reaching the people of Saskatoon and central and northern Saskatchewan.

First with the news each day to Prince Albert, the Battlefords, Lloydminster, Rosthern, Dundurn, Hanley, Biggar, Wilkie, Scott, Asquith, Lanigan, Perdue, Colonsay, Strassburg, Rosetown, Delisle, Zealandia, Duck Lake, Kindersley, Humboldt, Warman, Langham, Vonda, Aberdeen, and a host of lesser villages and daily mail stations all over the territory tributory to Saskatoon.

Look up any Government map and see what we mean.
Sworn average daily circulation, 1912 : 7,091.
Sworn average daily circulation, 1913 : 10,444.
Guaranteed daily circulation, 1914 : 12,000.
(Guaranteed weekly circulation, 1914 : 6,000.)

THE SASKATOON PHOENIX : SASKATOON
J. A. AIKIN, Editor and Publisher
EDGAR J. GUY, Representative, Canada Life Building, Toronto

There was an overflow audience to welcome Herbert N. Casson, undoubtedly one of the most prominent publicity men on the continent, at the Ad Club Luncheon on January 6th.

Mr. Casson's visit was made for the purpose of arousing enthusiasm among the business men and manufacturers in Toronto in the forthcoming Convention, and his address, "How to Sell Toronto," was a masterly piece of oratory plentifully supplied with sound logic and sparkling humor.

Toronto he claimed was destined to become one of the world's great cities. In a series of outspoken arraignments, Toronto was scored for its lack of appreciation of the value of publicity.

"The only books on Toronto I could find," said the speaker, "were a year book of the Board of Trade and a small pocket booklet issued at the city hall, which I lost in my vest pocket."

"There was no Immigration Commissioner in Toronto, to stop the thousands of people who had to pass through the city every year. Toronto schools did not teach anything about their own city, and there was no reference in the text books to its many advantages."

"The Convention was going to bring to Toronto next June, 6,000 men, spending annually six hundred million dollars in advertising, and there was not the slightest doubt that this Convention would compel the United States to have a real appreciation of the Canadian market."

Mr. Casson gave many instances of what advertising had done for other towns and cities, but scored the city for being too careful. "Toronto," he asserted, "is cursed with carefulness. It's motto has been 4 per cent. and safety—this

Mr. H. N. Casson

would better be changed to fun and 40 per cent. Take more risks," he asserted, "and develop the spirit of fun and adventure."

The enormous expenditure on public utilities which had been made here in recent years proved that money is very plentiful and he advised the audience to quit putting so much of their surplus cash into outside investments.

Real estate was not at an excessive figure and would surely rise in a few years.

Toronto was already one of the big cities of the world, and everything points to an enormous further growth in the near future. "Borrow and grow," he advised.

"You have the goods, but have you the nerve? If you go against publicity you have no more chance

Striking Christmas Greeting illustrating Western prosperity. From McCutcheon Bros.

than a bow-legged girl in the town where she was born."

At the close of this most remarkable address, three cheers for Toronto, called for by Mr. Casson, was attended by a scene of remarkable enthusiasm.

Controller Simpson, in proposing a vote of thanks to the speaker, read the list of names on the "Ways and Means" Committee of 40, appointed to raise necessary funds for the entertainment of the visitors. This exceptional representative list of influential citizens is sufficient guarantee that all the funds required will be forthcoming.

* * *

The Club has opened a bureau at the Club's quarters, 104 Yonge street, to which the purchaser of any article where the goods are not what they are claimed to be, can lodge a complaint and any parties guilty of fraud or misrepresentation will be proceeded against.

The complainant will either get his money back or receive an article of the full advertised value.

The operation of this bureau is awaited with considerable interest and we feel assured that this good work can be successfully carried out.

* * *

VANCOUVER

The officers for 1914 were elected at the Ad Club Luncheon on Dec. 12th. President, H. R. Pickens; 1st vice-president, H. Wollston; treasurer, J. E. Patton. Two were nominated for the office of 2nd vice, and the election will be held at an early date.

A letter was read from the Chamber of Commerce in process

'OK'
SAUCE
APPETISING. AND A TRUE DIGESTIVE WITH MEATS POULTRY OR FISH.
AS SUPPLIED BY WARRANT OF APPOINTMENT TO THE HOUSE OF LORDS.

of formation, inviting the Ad Club to throw in their lot with them. It was decided, however, that it would be more beneficial to keep the two organizations separate.

A busy season is anticipated.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THERE is something not altogether pleasant in the illustration of the Formamint ad reproduced. Even though it may be a scientific fact that with every breath, a number of minute germs are freed, yet the idea that every person is regularly getting rid of such hideous looking microbes as

are coming from the girl's mouth in the illustration, is somewhat distasteful.

Formamint, we know, is a recognized medical preparation of considerable value and the idea of the disk showing half its surface treated with Formamint, and Germ Proof, and on the other half still coated with germs, linked up with the scientist and the microscope is a good one.

The coupon and free sample offer are well emphasized and the bottle and name of the preparation get due attention.

But we think that the illustration could have been conceived in a little better taste.

* * *

For bold use of publicity and timely illustration, the Dunlop Horse Shoe pads ad just hits the nail. "In slippery weather your horse is no better than this." and

then a humorous picture of the hobby horse, and the words, "unless he wears these," with two different kinds of Dunlop pads illustrated.

The hand lettering in bold type

stands out well, and is just pointed enough and not too long, to command immediate attention. I am of the opinion that general publicity of this description has real advertising value.

* * *

We are accustomed to look for such excellent advertising from Watermen Fountain Pen people that the Christmas Gift suggestion ad. reproduced deserves comment.

There is plenty of action in the drawing of the figures, but I can-

Don't Run Your Feet Off-
ransacking your town for appropriate Christmas Gifts.
Waterman's Ideal Fountain Pen
is the one thoughtful, useful and economical gift that will save time and money for you and the one that receives it. Waterman's Ideal is a guaranteed pen; you can depend upon it that you are giving what millions know to be the most efficient writing implement made. Compact, dainty, artistic and altogether practical for gifts. Everyone who writes will appreciate this pen.
Self-Filling, Safety and Regular Types, Plain or Mounted. $2.50 and up.
From the Best Dealers.
L. E. Waterman Company, Limited, Montreal.

not agree that the caption, "don't run your feet off" is a happy one. The lower part of the ad is well phrased and dignified, and I believe had the top part been utilized for illustration of pens, with the trade mark "Ideal" brought out more strongly that the ad would have had more value. The copy man has evidently been trying to get away from the stereotyped holly and Santa Claus idea, and he has done this without a doubt, but in doing this he has sacrificed, I think, a good deal of the strength of the ad.

* * *

The Player's Cigarette ad is nothing, if not weird. Evidently the tilt at which the crow's nest and mast are depicted would signify that the vessel had a good roll on. Possibly this may have some reference to the "rolling" of the cigarettes.

The figures have evidently found their sea legs, but I have yet to learn that naval officers when on duty are permitted to smoke even such a well known brand as Player's.

The border does not strike me as being a very happy combination

These cigarettes have a world wide reputation, due entirely to high quality and excellence of manufacture.
This remarkably pleasing blend is the final result of finer processes and highest quality Virginia leaves. Enjoy them today. All dealers.
PLAYER'S
NAVY CUT
CIGARETTES
10¢ for 10

although the box is well emphasized.

Players have put out a quantity of very much better advertising than this.

Thompson's Ladies' Wear, of Edmonton, utilizes about two-thirds of the full space with figures of impossible women. The figure standing up in the foreground must

be some conjurer to be able to balance this large bowl of gold fish on one hand, but perhaps it is meant for a Chinese lantern.

The reading matter is only quite ordinary, and is merely an announcement of receipt of new goods.

This kind of advertising can hardly be described as convincing.

* * *

The ad of the Moose Jaw *News*, reproduced, is written along the lines that good service in the store or factory must always accompany good advertising and every business to a large extent must be regarded as a public service enterprise.

Satisfaction and a contented customer are only obtained by good goods backed by good service and good advertising. This line of talk is a very excellent one and

It Is Service That Backs Up Advertising Most Successfully
¶ In a very real sense every business is a public service enterprise.
¶ A man who supplies commodities to a community, whether that community is a neighborhood, a city or the whole country, prospers only in so far as he subserves the interests of his patrons. This sounds elementary, but an amazing number of men are ignoring this doctrine in actual practice.
¶ In the past few years the public has been growing to the view of not only large enterprises, like railroads and public utility corporations, but of smaller institutions. The merchant, large or small, who does not sense the full meaning of this broad viewpoint is doing himself serious injustice and is "in" for many a harassing experience.
¶ That the more progressive business men everywhere are becoming more fully aware of their public service functions is shown by such phrases as these which are occurring in greater and greater numbers in advertisements: "Our store is your store." "We pay the clerks for your service. It is only by fully satisfying you that they can satisfy us."
¶ Many a business that is selling excellent goods and observing all the conventional rules of good merchandising is falling short of its greatest success just because the directing intelligence fails to comprehend this profoundly significant fact of business as a public service. Regarding the public as a body that exists for his convenience, the manager keeps his whole enterprise accordingly. Some day he wakes up to the sorrowful fact that for some reason or other he "is out of time."
¶ A vivid understanding of the true position as a director of a Public Service Enterprise will enable anyone who is now growing for the mysterious reason which will explain his lack of complete success, gradually his problem, will organize the business anew and will raise unsatisfactory service — and perhaps goods—that lose buyers into satisfactory service that keeps buyers and adds to them still others.
¶ Advertising that is reinforced by a dynamic policy of public service is unassailable. It is practically competition proof, given a measure of experience and judgment in direction.
THE DAILY NEWS

serves to emphasize the modern idea of merchandising.

* * *

We notice from time to time advertising of Van Houten's Cocoa which is especially noteworthy because of bold use of white space.

The one under review, with a repetition of the firm name in fairly large space is certainly a

bold use of white space, and with nothing else than the figure of the waiter in the ad.

Would it not have been well to have included at least a cut of the cocoa can?

SPURRING ON THE TYPIST — SPEEDING UP THE MACHINE

By Fred Jarrett, United Typewriter Co. Limited, Toronto.

VERY few business men appreciate the fact that the typewriting machine used in their office to-day is capable of turning out a tremendously greater quantity of work than a few years ago. Fewer still realize that the average stenographer is to-day fifty per cent. more efficient than ten years ago. This has been brought about

Fred Jarrett
Winner of Recent Open Typewriting Contest

through the efforts of the machine manufacturers, with the co-operation of the educational institutions training stenographers. The efficiency of both machine and operator has been increased.

The business man of to-day is doing as much in twenty-four hours with the same effort as his father did in twice the time. But even more must be accomplished in a business day, for the pace continues to increase. Modern competition demands that we strive continually for greater efficiency in everything.

Everybody knows that the typewriting machine is responsible for a great deal of this general speeding-up of business. It is the purpose of this article to show what has been done to keep typewriting standards up to the requirements of the rapid progress of modern business methods.

Efficiency means doing the thing in the quickest possible manner—on the understanding, of course, that no thing is done at all unless it is done right—so that efficiency is nothing more or less than speed.

When we go back to the earliest method of handling correspondence we find the ancient Babylonian laboriously writing on clay with a sharp stick. The tediousness of this method was still more pronounced by the necessity of waiting many hours while the clay bricks dried in the sun. A system of this kind did not permit of much being accomplished in a business day. Although history does not actually tell us so, we know that the merchants or business men of that time often lamented the slowness of this method and called for "more speed."

When Papyrus was invented writing was done in less time, for the time wasted in waiting for the bricks to dry was eliminated. Later on the Romans introduced sheep skins as writing material. Paper made its appearance in due course, and in time along came the quill pen. This latter instrument

soon gave way to the steel pen. Printing presses had in the meantime been invented and had reached a high degree of perfection before Henry Mill, in 1714, conceived the idea that writing might be "printed." He invented a "type-writer," an invention which was immediately taken up, improved, put on the market and adopted by business men principally because it did the work with greater speed than existing methods.

A monument should be erected to the memory of this man Mill for no other single idea has done so much towards speeding up business. The world had waited patiently for thousands of years for something that would do its writing faster—the typewriter satisfied the need, and has been keeping pace with requirements ever since.

No radical changes were introduced until in 1888 the first "visible" machine was patented, which permitted the operator to follow the writing as it appeared on the paper. This was another great step forward, for the work was now done with still greater speed and accuracy.

Manufacturers then began to turn their attention to increasing the speed possibilities of the visible machine—business men were already calling for more typewriting in a business day. The success of the manufacturer in endeavoring to produce a machine of still greater efficiency, or speed, is best shown by the statement that typewriters are manufactured to-day capable of responding perfectly to an operation of twenty-five keys per second, a speed more than twenty per cent. greater than human fingers are to-day capable of operating a typewriter. We are therefore able to obtain a machine to-day that has a capacity for typewriting much in excess of the ability of human operators.

The manufacturer has, therefore put into the machine that which the business man is continually calling for—speed.

Taking up the question from another angle let us see what has been done towards helping him get this speed, or efficiency, out of his machine.

In 1905 typewriting contests were put on a proper footing, the winner being judged on a basis of five words being deducted from the total number of words written in a given time for every deviation from copy. This meant that an operator writing one hundred words in one minute, omitting a comma, failing to space between two words, writing a capital letter "off its feet," and striking one wrong letter, would be given credit for eighty net words per minute. This explains the meaning of "net rate of speed." There are upwards of a hundred possible errors for which five words are deducted, although the matter written would be read by the average business man and declared perfect.

The winner of the first World's Championship under these rules wrote 61 words per minute, and this record was next year increased to 76 words per minute. About

1907 ten of the leading typewriter manufacturers, in order to still further stimulate interest in typewriting and ambition on the part of typists, and at the same time establish a set standard for others, contributed one hundred dollars each towards a silver trophy for typewriting, to be awarded yearly. The last contest for this trophy, representing the World's Typewriting Championship, saw the winner writing 125 words net per minute for one hour on unfamiliar copy—just double the record of a few years ago.

And with this increased ability of the champions there has been a corresponding increase in the ability of operators generally, proving that this typewriting record, or standard, is exerting an influence, for good on operators the world over.

This particular typewriting contest, however, is only one side of the question. A record of 125 words per minute is beyond the understanding of the business college student. But the contest held annually for the Students' Championship looks after this branch of stenography, as proved by the fact that the first contest was won at 36 words per minute, whereas the last students' contest was won at 86 words per minute. Business college standards have shown corresponding increase.

In addition to the influence of typewriting contests on typewriting standards, one of the typewriter companies is now co-operating with the business colleges and other institutions training stenographers to the end that the student be encouraged from the beginning of the course to strive for the highest possible degree of skill. As an additional incentive, this company gives every student a diploma for a certain standard, a special certificate for a still higher standard, and a gold medal for an ability to write 80 net words per minute on the machine, the operator having three years from the date of her first certificate in which to win the medal. This medal spurs the typist on to better work. Instead of the stenographer capable of holding the job and no more, you have the stenographer who is striving for greater skill and efficiency.

The plan outlined above works to the end that the stenographer will remain for a longer school term, and finally enters your office at a higher standard than she might otherwise have reached. In addition to this, she has an incentive in the gold medal to continue improving *after* entering your office.

The typewriter company and the business college have realized that something must be done to give the business man the stenographic efficiency he demands, and are co-operating to the fullest extent towards that end. Rather than turn out a poor stenographer, many institutions training stenographers will to-day actually recommend an applicant for tuition to another course, owing to lack of proper education.

A few years ago the world's typewriting record was a wonder-

ful thing. To-day your own stenographer can beat it. The standard has been raised. The speed possibilities of the machine has been increased. Stenographers entering the field to-day will be impressed from the very beginning of their acquaintance with the typewriter with the necessity of continuous striving for greater ability. The records of to-day will be the ordinary standards of to-morrow. Typewriting is keeping pace. Typewriters are a step in advance.

This has not been written as an advertisement for any particular machine, but it would be wisdom to look up typewriting records, and ascertain what company is making the fastest typewriter and doing the most to encourage better typewriting.

If you have a slow operator and a slow typewriter, you have the worst possible combination—you are robbing yourself unnecessarily, for slow machines cost almost as much as fast ones and slow operators are dear at any price. The combination will mean a loss of twenty-five per cent. of the efficiency you should have.

Taking the fast machine by itself, any operator can do more and better work on a fast machine than on a slow one—the things which make for speed in the machine are the things which make it easier for the operator to do a greater amount of work with the same effort.

Taking the fast machine and the fast operator in combination, you are obtaining the greatest possible efficiency. If your typewriting department is not thoroughly efficient it is your own fault. Typewriter company, business college and student are all concentrating their energy towards the end that you may obtain the best possible typewriting, both in quantity and quality, from the combination of machine and operator which you pay for.

ADVERTISERS TURNING NEWS TO ACCOUNT

TIMELINESS is one of the greatest features in successful advertising, and only through newspaper advertising can timeliness be taken advantage of. Through newspaper advertising you can feature today's news in tomorrow's advertising.

The Chicago public was given an excellent demonstration last week of how it is often possible to connect an advertising appeal with matters of deep public interest so as to turn that interest toward the article advertised. Last Thursday morning the newspapers carried the startling headlines that the Chicago Reduction Company, holding a contract with the city for the disposal of practically all of the garbage, had "quit its job" at midnight of the previous day and that unless the city made a new contract with the company thousands of homes and apartment buildings would be without any protection for at least two weeks or a month. The following morning, when every householder, whether renter or property owner,

Making Each Dollar Go Further!

Our past and present success in the handling of the appropriations of many of our National Advertisers is proof positive of **Sound Business Knowledge, Constructive Ability, Technical Skill and Thoroughness in Detail.**

Personal and individual attention is the keynote of

Norris-Patterson Service

May we outline a plan to make **your** advertising more profitable? You will be placed under no obligation. Write or 'phone (Ade. 2231) for our representative to call.

Norris-Patterson, Limited

Advertising Agency

Mail Building, Toronto

looked to the morning papers for developments in the garbage situation they were presented with a piece of advertising "news" by the Kewanee Boiler Company in regard to its water-heating garbage burner.

The heading "Burn Your Garbage—Here's an Absolute Solution of Your Garbage Problem," read like a piece of news, and with its display in 200 lines by five columns undoubtedly won the attention of most readers who were interested in protecting their homes and tenants from the collection of disease-breeding garbage. Under ordinary conditions the same sized advertisement setting forth the selling points of the Kewanee garbage burner would of course have produced a certain percentage of results. But this advertisement was printed under decidedly extraordinary conditions—when every possible buyer was in a most receptive mood for the selling arguments, and in fact eager to know how to solve his particular garbage problem. Many of these prospects could never have been more than passively interested in the individual garbage burner, being content to let the usual arrangement of city disposal prevail. But when this arrangement was suddenly stopped and they were forced to look elsewhere, the "news" about what the Kewanee company had was of real interest.

Other advertisers in the Chicago field have also recently taken advantage of news features to attract attention to their newspaper copy. The Wabash and Pennsylvania railways have featured all steel trains in their advertisements since the wreck on the New York & New Haven line centred public attention on the apparent unsafety of wooden passenger coaches for fast trains. The Pennsylvania, following its usual conservative policy in advertising, has featured merely the heading "Four All-Steel Limited Trains to New York." The

Novel bread advertising from the other side.

Wabash, however, has been a bit bolder with the declaration that its trains from Chicago to St. Louis are made of solid steel "forged at the fires of giant foundries—pressed into plates of tremendous strength; riveted to frames of solid steel. Each coach a titan of sixty-eight tons." The Wabash advertisements also carry a convincing illustration of the cars.—*Printers' Ink.*

THE DEATH KNELL OF UNTRUTHFUL ADVERTISING

By Walter A. Olsen

THERE has already been put into effect legislation against dishonest advertising in fifteen States of the Union, embracing New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, Michigan, Colorado, North Dakota, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana and Illinois. Laws are also being enacted in other states at the present moment, and several cities have taken a hand individually, even though the state to which the city owes allegiance manifested no inclination to follow suit. It seems a foregone conclusion that every state in the Union will soon enact legislation tending to wipe out dishonest advertising entirely.

Advertising is as much a profession of the heart as of the head. The head can lie—and will upon urging. The heart cannot lie. Feeling is lie-proof. Therefore an advertisement that lies is not of the heart—it has no feeling. And an advertisement that lacks feeling makes no permanent human appeal. And where permanent results are continually a matter of conjecture, no established success is possible. And, since untruthful advertising sounds the death-knell of permanent results, it cannot, by any stretch of the imagination, be deemed profitable.

Consequently, honest advertising is a subject which should not furnish any grist for the author's mill. The time worn and grisly adage of "Honesty is the best Policy" has been so thoroughly and exhaustively proven that only moral and mental wrecks continue to put it to a test. Unfortunately, advertising offers such an easy way that invites the trying that weak-kneed and addle-brained idiots still seek to stifle the old axiom.

Even the percentage of chances is against dishonest advertising proving profitable. A true ad. rings true and this must be capitalized to its ultimate possibilities.

To reduce advertising to an accurate percentage basis is like trying to estimate the increase water power in the rising of the tide. In both instances it is simply a matter of surmise. There is no question of doubt, however, but that the greatest proportion of advertising is done in daily and weekly newspapers.

Careful analysis has demonstrated that at least thirty per cent. of the retail advertising in newspapers is unproductive. This is twenty-five per cent. too much —yet the whole fault lies with the retailer himself.

Invariably the merchant who negotiates his own advertising *thinks of himself* rather than of the people to whom he advertises. This one fact alone accounts to a great extent for the many untruthful statements that creep in. The fundamental of advertising is lost

in the chaos of his own interpretation.

Put yourself in the reader's place *always*. The cardinal principle of good "copy" is to write from the other fellow's standpoint. Forget yourself entirely. Two big department stores in New York furnish the antithesis to this moral. One spends almost a half million dollars a year in advertising. It talks about *itself*, all the time. The other store spends only about two hundred thousand dollars a year. It talks constantly *to its customers*. Both do the same percentage of business, but the one has to spend two and a half times the other to accomplish the same result. All because it suffers from exaggerated ego, and nothing else. Result, exaggerated claims.

The dominating fault of most "ads" is that they are "over written." The author gives the impression of trying to do some "grand-stand" play. The result is "forced" or "strained" copy, which has lost seventy-five per cent of its effectiveness.

The average time of a person reading a newspaper is perhaps thirty minutes. Probably about eight or nine minutes of the thirty are spent in reading the advertisements. This leaves twenty-one or twenty-two minutes devoted to the news columns. Then again you get the benefit of only *your* share of the eight or nine minutes. The average newspaper contains from eight to twenty pages. These pages we will say, contain from fifty to three hundred advertisements. If your advertisement measures up, it is entitled to possibly one-fiftieth of the eight or nine minutes. That means you can logically count on about ten seconds of the reader's time for your advertisement. Now you can realize why some advertising managers receive as high as $15,000 a year for their service. They must capitalize these ten seconds to their ultimate possiblities. Those of you who are most impressed with this process of elimination will reap the greater benefits.

Advertising is essentially news, and news goes far more rapidly than any commodity known to mankind. Born in the morning a story arrives at maturity in mid-forenoon, shrivels at the meridian and languishes on an inside page of the final extra. Unsustained by the pap of increasing developments, a news story, comparatively speaking, enjoys the longevity only of a lightening flash, and yet is almost as potential in many ways. And that is why it never pays to advertise dishonestly. Truth is felt instinctively, instantly. A lie needs time and reiteration to carry conviction, and always finds itself out in the end.

One of the largest and most successful department stores in America, heads each and every section, or department, of the whole advertisement with the name of the article in conspicuous type, the regular selling price and then the sale price. I mention this because so many make an inane practice of heading each section with some ambiguous or supposed-

ly clever catchline, which is mother to the lie.

The cleverness is at times permissible in the headline for the whole advertisement, but it becomes nauseous as a frequent dose in the one place. The name of the goods, the value and the sale price is the news, providing they all reflect truth. If they do not, like any news matter that is reported untruthfully, it is a rank

Strong general publicity

imposition on the trust of the public and marks the tombstone of the author.

A wave of reform is now sweepin the country—with the purpose of sweeping it of all dishonest advertising. It is a black mark against the profession, however, when to accomplish a sane and sensible effect, legislation is called upon. "Be it enacted" in this case means that we—the rank and file—have not been able to act, either through lack of inclination or refusal of concerted action. Can we not drive the snake out of our own preserves? Must the law fine, jail and enjoin? Is there none to educate certain advertisers how to advertise?

What better agency could we employ in this worthy work than advertising? Advertise to advertisers to advertise truthfully. Certainly! Using their own lever will make a sounder impression. Are we to allow the weaklings to perpetuate a stigma upon our profession? No! Isn't it an anachronism that we must force advertisers to do the one thing which above all others will make their advertising pay?

Educate! Advertise to advertisers. Possibly a ludicrous proceeding—but is it when the results are considered? Does not the effect justify the cause? It does, manifold. The one vital fact above all others is that to pay an advertisement *must* be believed. The recent movement of the advertising fraternity to Baltimore with the slogan "Truth in Advertising" should not have had cause for commotion. Why should we need a movement for "Truth in Advertising" any more than any other profession? Simply because it offers more opportunities? Or is it because our profession is infested with more fools and weaklings? I hardly think the latter. But the fact that it offers more easy opportunities should have a tendency to put us on our mettle and make us more careful than ordinarily.

Truth in advertising is just plain business policy. Let us have more of it. Some day it may become a staple commodity.

MEN AND MEDIA

THE progressiveness of the Western Ontario farmer is instanced by the readiness with which they have taken to using the new rural mail routes which enables them to get today's paper today. The new delivery has enabled the dailies in these parts to very largely increase their circulation in a short time.

* * *

The "Fire Insurance Page" in the Winnipeg *Free Press* which only appears on the day after any fire causing over $50,000 damage, has created many new advertisers for this leading daily. This is, we understand the first Canadian paper to successfully handle a page of this nature.

* * *

The entire staff of the Toronto *Globe* yesterday participated in the presentation of a gold watch to their retiring city editor, A. A. MacIntosh, who left recently to become associate editor of the London *Advertiser*, in charge of the new morning edition of that paper. Senator Robert Jaffray, president of the *Globe* Company, was chairman of the occasion, and appropriate speeches were made by a number of fellow-editors. His successor will be M. O. Hammond, at present Saturday editor of the *Globe*.

* * *

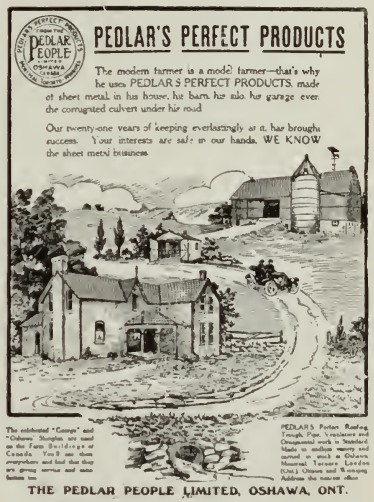
The Christmas card habit dies slowly, and the number of greetings received this year from business friends has been very large.

Without being invidious mention must be made of the highly artistic cards from *La Presse*, the Montreal *Star*, *Everywoman's World* and *Canadian Countryman*, but space forbids mentioning them all.

However, here's tae ye all, and may 1914 treat you right royally.

* * *

The Kingston *Whig* have forwarded copy of their very attractive illustrated Christmas Edition, produced and


PEDLAR'S PERFECT PRODUCTS
The modern farmer is a model farmer—that's why he uses PEDLAR'S PERFECT PRODUCTS made of sheet metal in his house, his barn, his silo, his garage even the corrugated culvert under his road
Our twenty-one years of keeping everlastingly at it, has brought success. Your interests are safe in our hands. WE KNOW the sheet metal business
THE PEDLAR PEOPLE LIMITED, OSHAWA, ONT.

A number of different products well-emphasised in illustration.

printed entirely in their own plant.

A number of excellent photographs of local scenes enliven the pages and the matter is thoroughly readable. Congratulations.

* * *

The Halifax *Herald*, destroyed by fire two years ago, has moved into their handsome new home, corner of Argyle and Sackville.

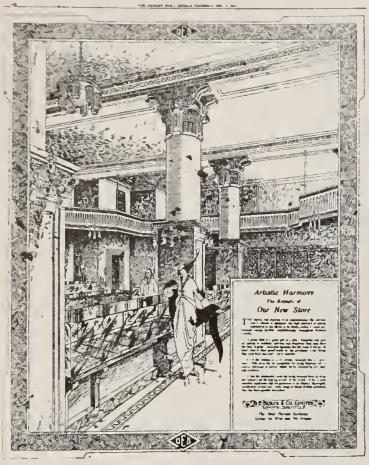
Every modern device for rapid production and good printing has been installed; in fact, the *Herald* may now

claim to lead the field in this respect in the Maritime Provinces.

Senator Dennis is now virtual owner, and is assisted by W. H. Dennis, his nephew, as ad manager.

* * *

After twenty-five years in the newspaper business the interests of the McInnis family in the Regina daily and weekly *Standard* have been purchased by the Saskatchewan Publishing Company, publisher of the Daily *Province*, and the two papers will be conducted as one.



One of a very strong series gotten out by the Newspapers' Own Service Department

J. K. McInnis, in his farewell article, declares that the reason for the amalgamation is purely an economic one, and says he and his family will devote their attention to other interests. He has for years been regarded as one of the most forceful writers in the west.

* * *

George P. Williams, news editor of the Kingston *Whig*, was married recently to Myrtle M. Wallace. The *Whig* staff presented him with a handsome cut glass service, and the editorial forces of the Kingston *Standard* also recognized the occasion by presenting Mr. Williams with a carving set.

* * *

Commencing January 1st, the *Advertiser*, London, Ontario, commenced publication of an early morning edition, in addition to their Noon and Evening papers.

A most systematic canvass of Western Ontario has been made in advance, resulting in the accession of a very large number of new subscribers.

Pure
Indian Tea
is of many flavours: that from the hills of an exceeding delicacy and subtlety, and that from the plains of fuller flavour. There are Pure Indian Teas to suit all palates and all purses.
Look out for the circular sign and ask your grocer for Pure Indian Tea. Consult him as to the kind which best suits the water of your district.
PURE INDIAN TEA

Suitable atmosphere with attractive design

N. W. Rossie has retired to accept part ownership of the Port

EVERYWOMAN'S WORLD

Canada's Greatest Home Magazine

Head Office: TORONTO
U.S. Offices: 12th and Callowhill Streets Philadelphia
Special U.S. Representatives:
Stockwell Special Agency
Peoples Gas Bldg., Chicago
286 Fifth Ave., New York

Yes!

His deduction is sound:

"I like your way of going after business.

"I feel that men who want business and can get it for themselves can get it for others and will be very careful to make sure of getting it for others and make it pay them!"—(Name on request.)

Here's how it looks to us with EVERYWOMAN'S WORLD—Your great need of our magazine calls; you want a service much bigger and better than you have had before in Canada; you want it at a price that pays you assuredly!

We have spent our own money in our own advertising. We have made good.

Now we ask a part in spending your money. We will make good for you.

Our Counsel, our Art Department, our entire service is at your command.

CIRCULATION

Think of it! 70,000 circulation for February; (50,000 of this full-price, paid-in-advance Women Subscribers—the cream secured from the great Canadian dailies with overflow rural circulation, the weeklies, farm papers and magazines, covering Canada from coast to coast; 20,000 going out to as good people who will write in during February in answer to our own big, profitable advertising campaign.)

$40 will give you 200 lines space in EVERYWOMAN'S WORLD to tell your message to our great buying families, 70,000 of them!

If you can handle more and better business in Canada, come in for space in EVERYWOMAN'S WORLD beginning March—closes last form February 5th.

NOW IS YOUR APPOINTED TIME!
WILL YOU ENQUIRE? WRITE TO

Chas. C. Tipson
Advertising Manager.

Arthur *Chronicle*, his place as Managing Director being taken by W. J. Laut. A. A. MacIntosh, who till recently was City Editor of the Toronto *Globe*, fills the position of Assistant Editor. J. E. Young, R. Crossin and R. Scott have also been added to the staff.

R. D. Miller, late business manager, has retired, his successor being C. Frank Adams for many years Advertising Manager.

Fred W. Thompson, Mail Building, Toronto, has been appointed Special Representative in this territory.

The further development of this well-known daily should mean con-

D-e-l-i-g-h-t-e-d!
Of course he is. So will YOUR brother, father, husband or friend be if you give him a GILLETTE for Christmas.
Combination Set Illustrated costs $7.50—Standard Sets $5.00—Pocket Editions $5. to $6.00. At Drug, Jewelry and Hardware Stores.

Good use of small space

siderable added value to advertisers in general.

* * *

S. M. Adams, B.A., son of Frank Adams of the London *Advertiser*, has joined the staff of the Toronto *Star*.

* * *

Dr. J. A. Macdonald and C. V. Coombs of the Toronto *Globe*, addressed the Representative's Club in New York City recently on Convention matters.

We understand that these good scouts made a very favorable impression.

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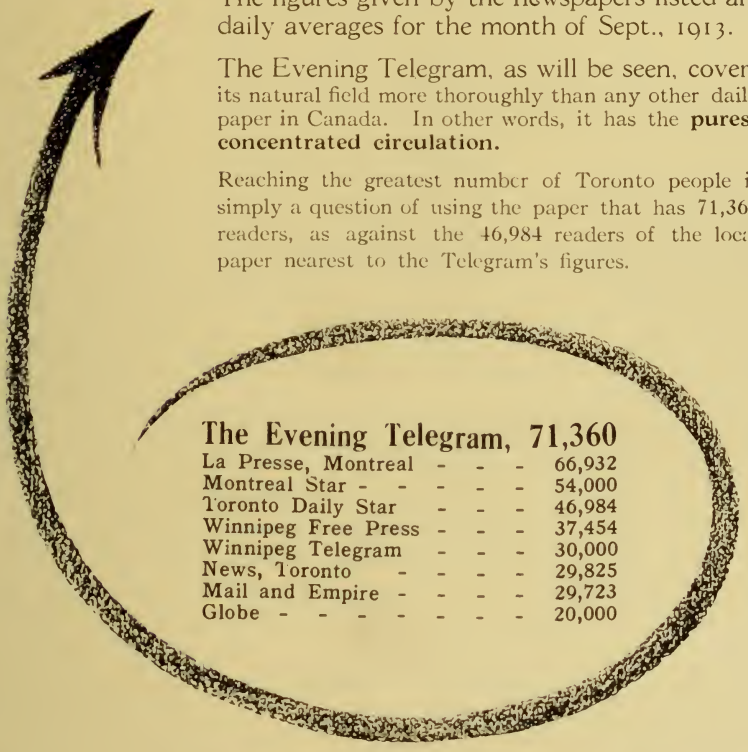
Largest City Circulation in Canada

The Evening Telegram has the largest circulation in the city of publication of any daily newspaper in all Canada—17,000 greater than any other English speaking newspaper in Canada.

The figures given by the newspapers listed are daily averages for the month of Sept., 1913.

The Evening Telegram, as will be seen, covers its natural field more thoroughly than any other daily paper in Canada. In other words, it has the **purest concentrated circulation.**

Reaching the greatest number of Toronto people is simply a question of using the paper that has 71,360 readers, as against the 46,984 readers of the local paper nearest to the Telegram's figures.



The Evening Telegram,	**71,360**
La Presse, Montreal	66,932
Montreal Star	54,000
Toronto Daily Star	46,984
Winnipeg Free Press	37,454
Winnipeg Telegram	30,000
News, Toronto	29,825
Mail and Empire	29,723
Globe	20,000

THE EVENING TELEGRAM

"Covers all Toronto"

The Globe

keeps its equipment service and distribution in the highest possible state of efficiency.

The QUANTITY of The Globe's circulation has increased from 58,328 in 1912 to 62,016 in 1913.

MORE THAN THIS

the QUALITY of The Globe's circulation is the highest in Canada.

So it is the "Quality" plus the "Quantity" plus the "Distribution" that have put The Globe in a class by itself as a puller for every kind of clean advertising for worthy products.

Over 62,000 daily and still climbing! No premiums or sporting extras!

Sworn detailed statement of circulation to any address on request.

The Globe - - Toronto, Can.

Canada's National Newspaper

Vol. 7 FEBRUARY—1914 No. 2

Economic Advertising

The Official Organ of The Toronto Ad Club

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Advertising

in the Toronto

Star Weekly

is as important to the merchant as advertising in the **Toronto Daily Star** because each newspaper reaches a distinct and separate body of readers at a different time.

¶ Display advertising in either or both of these newspapers is a builder of business. Phone for display representative or write for rate card.

◆

Home Phone: Adelaide 2200
Address: 18 King Street West

◆

U. S. REPRESENTATIVES

New York	CHAS. H. EDDY	Metropolitan Building
Chicago	EDDY & VIRTUE	People's Gas Building
Boston	C. H. EDDY	Old South Building

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200 00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, February, 1914 No. 2

STRAIGHT TALKS

ADVERTISING ADVERTISING TO BOOST CIRCULATION

EVERY student of advertising and selling must, perforce, acknowledge a debt of gratitude to the many helpfull and suggestive articles in that well known business monthly, *System*, dealing with business efficiency and the elimination of waste.

System has recently started a campaign—bold in its conception and original enough in all conscience—to advertise its own advertising with a view to increasing circulation.

Briefly, this magazine has launched a newspaper campaign advertising for subscriptions on the strength of the value of its advertising pages.

Yet the idea, on a little analysis, is neither irrational nor far fetched. On the other hand, looking at the steadily rising cost, nowadays, of doing business, any conscientious effort put forth to counteract this modern increased cost of selling and manufacturing must be made heartily welcome.

There are thousands of up-to-date business men on this great continent and in Great Britain who have gotten the habit of referring to the advertising pages of *System* and kindred magazines to tell them of successfully proven methods of keeping down business expense, and this acquired habit of studying the advertising pages cannot fail to result in compelling merchants and manufacturers to acquire and purchase such equipment as will actually make for cost reduction.

The departure made by this "magazine of business" is a noteworthy one, in that it is the first, as far as we know, which has

Parcel Post At Last

The inauguration of the belated parcel post system in Canada opens up new vistas for mail order advertisers.

The equable zone system places the mail order house, departmental store, city retailer and country merchant all on the same footing. The most aggressive advertisers will win out.

A selected list of more than

150,000 RURAL HOUSEHOLDS

were given the details of the parcel post rates, with explanatory notes, in a recent issue of the FAMILY HERALD AND WEEKLY STAR. The average rural family has five members, so that the FAMILY HERALD AND WEEKLY STAR actually reaches more than three-quarters of a million people who have been informed about the parcels post system and are eagerly awaiting opportunities to take advantage of it.

A four-inch, single column advertisement in the FAMILY HERALD AND WEEKLY STAR costs less than 10 cents for each thousand subscribers. A post card would cost at least $10.00 per thousand.

For advertising rate card, specimen copy, and further particulars regarding the parcel post system, address

ADVERTISING MANAGER

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

MONTREAL CANADA

emphasized in so startling a manner the intrinsic value of its advertising pages.

There has been, indeed, a well concerted effort on the part of Canadian newspapers to advertise their own advertising, and a remarkably strong series of ads are now appearing to this end in the Canadian daily press.

The papers in the States, too, though mostly individually, have been working along the same lines, but we consider that the action of *System* in inaugurating a subscription campaign by advertising the value of its advertising pages is surely unique and certainly highly commendable.

More power to their elbow!

THE VOUCHER COPY QUESTION

TO give vent to an old saying, "There are two sides to every question." And in this case a delicate situation has come to our notice, which needs handling with gloves.

Many advertisers have been, in the past, somewhat unreasonable in their request for free voucher copies in papers in which their advertising is being carried. Yet the publisher, anxious of course, not to give offence, has generally acceded to the manufacturers' request.

This hits the better class trade paper with their heavy coated stock, expensive fine line half tones and limited run, very seriously, and on the face of it, they, at least, have a genuine kick coming.

But the daily press, with their increased cost of white paper, and heavy postal expense on a 40 to 56 page paper, must have considered such requests in many cases unreasonable.

But there is more than justification in the attitude of the manufacturer who requests a free voucher copy for each of his branches, agencies and salesmen.

The point is put succinctly in a recent communication to ourselves:—

"Our advertising and the distribution of the space is largely governed by a referendum of our sales force in the field.

"Before we make up our mind, we ask all of our men for their recommendation, and they talk it over with their local agents.

"You will see that any publication which desires to stand well had better be in the hands of the salesman. Of course we use our own observation, and we also value the recommendation of our advertising agents, but if you simply quote this to any and all of your publishing friends who may demure slightly at being asked to send off so many voucher copies, possibly it will have some effect."

The Outside Back Covers *For* 1914

are nearly all sold. Only 5 dates are left, as follows:—

March 14th
May 30th
July 11th
August 1st
October 24th

The CANADIAN COURIER is the only *Weekly* Magazine in Canada which carries advertisements in more than one colour.

The opportunity now open for the use of colour advertisements is one which cannot well be overlooked. The BACK COVER is the best position in the paper.

The Outside Back Cover printed in two colours (one black) costs $130.00.

THE
CANADIAN
COURIER
TORONTO

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

So there you have it, our publisher friends, straight from the shoulder, and from no pigmy at that.

Isn't the good will of the manufacturers' salesmen worth while, especially when it comes to a definite recommendation from some dozen or so of them to include *your* medium on a year's appropriation. Think it over, and think deeply, and you may realize a few voucher copies represent money well spent.

WHEN BUSINESS BOOMS

HARD TIMES! A prominent advertiser who spends a fortune every year in publicity has established a significant rule. Whenever he notices a slowing up of business he increases his advertising. This is the reason: "When business is booming it is unnecessary to fight for it—it comes of itself; but when business is slow I insist on having my share of it, and the easiest way to get it is by calling attention to my goods. I do not wait for hard times. I scent them in the distance, and before anybody else gets busy I make my contracts for advertising on a big scale and get my orders in before my competitors know what I am doing." The logic and common sense of the attitude of this gentleman account, in large part, for the remarkable success he has achieved.—*The Poster.*

DISHONEST ADVERTISING

MANY of our readers do not get the chance to hear or read the eminently common sense talk of William Woodhead, the worthy president of San Francisco, the present head of the National organization.

The creed of the Associated Advertising Clubs is surely the most refreshing feature in the uplift of modern business.

Here is what Woodhead says in part:—

"We are proud that the organization already has so effectively inculcated its policy of integrity in advertising. Our foremost object is to drive the faker and the quack from the advertising field. Our aim is to place the advertisement on the plane of absolute fact, so that every newspaper reader will have full confidence in every ad he sees in his paper. We are not using brass band methods in this crusade, nor are we setting ourselves up as a host of 'holier-than-thou' mortals who would lead the public to believe our inspired mission in life is to reform the morals of the business world solely because we are better constituted morally.

"But we have sought to show the business man, the advertiser, and the owners of advertising mediums that honest advertising is good business. It pays. Integrity in advertising makes for integ-

Established 1778

Its hold upon the confidence and esteem of its readers is the distinctive feature of

The Gazette
MONTREAL

It endeavors to keep its advertising columns as clean and as reputable as its news columns.

It sells at double the price of any other Montreal newspaper simply because it is worth it.

THE GAZETTE PRINTING COMPANY, LIMITED
MONTREAL

Build up your business
by advertising in

The "Times"

Results are what you want

TIMES PRINTING CO., LIMITED
HAMILTON

RAILWAY and TICKET PRINTING

rity in business; and it is integrity in business that makes for substantial success.

"If a newspaper permits its columns to be subjected to a heavy sprinkling of dishonest ads inserted by dishonest sellers—the quack and the faker—then every honest ad in its columns is dragged down to the level of the worst and most dishonest. We want to inspire public confidence in advertising; and honest advertising is the only means that will lead to faith by the buying public in the honest merchant.

"Honest advertising is the only thing which permanently and substantially benefits alike seller, advertising medium and buyer."

We like that slogan "integrity"—integrity in business making for substantial success.

And mind you, we challenge you to find any hypocritical cant about the Ad Club's movement.

"Truth and Honesty" in advertising—and Truth and Honesty PAY! Leaving out all sentimental considerations, could any business policy be sounder?

A PECULIAR CASE

A VERY peculiar case in which advertising loomed large occurred recently in Capetown, South Africa. A reward of £500 was offered by advertisement for information as to the whereabouts of the thieves who had broken into the premises of the American Swiss Watch Company of that city, and who had, apparently, gotten clean away with the booty.

A man called Bloom, entirely of his own ingenuity, and without having seen the advertisement offering the reward, suggested to the C. I. D. that they should go to a certain house and arrest the trio lodging there, and sure enough they proved to be the thieves.

The Justice's argument is extremely interesting. He maintained that the person who put in the advertisement made an offer to the public, and any person who acted in accordance with the advertisement, though he never saw the advertisers, concluded a contract with them.

That contract, however, could not be said to be perfected unless the person *had seen the advertisement.*

Therefore, maintained his lordship, Bloom did not know that he had fulfilled the terms of the contract when he gave his very useful information, judgment will be for the defendants, three men who had given certain information after the thieves had been located.

Surely the law is a hard thing to understand, but here is an interesting case from a recent occurrence that directly affects advertising.

The Canadian Countryman's Record of Results

The Metal Shingle & Siding Co., on final compilation of returns from last Spring's advertising, found that the Countryman produced *double the sales* that could be credited to the next best paper on their list—and they used practically all the farm papers in Canada.

The Lake of the Woods Milling Co., Montreal, received almost 600 inquiries from one advertisement in the Countryman, each inquiry accompanied by 10 cents for their Five Roses Cook Book.

W. D. Beath & Son, West Toronto, manufacturing litter carriers, secured five times the number of inquiries from the Countryman that they received from the oldest established farm paper in Canada.

We could go on and tell you of many other advertisers who have found the Countryman productive of exceptional results

Our Advertising Columns are Clean

We will not accept any but reliable, clean advertising, and we have educated our readers to know what a policy of that sort means to them. Our readers feel that they can rely on the advertising we carry—a fact which is reflected in the excellent returns which advertisers receive from their space in this paper.

The Canadian Countryman Publishing Company

60 Colborne St., TORONTO

T. J. Tobin, Advertising Mgr.

MORNING—NOON—AFTERNOON

Your message is told to the most prosperous and go-ahead section of Ontario if you use

THE LONDON FREE PRESS

Since the establishment of the Rural Mail Routes, thousands have been added to our paid circulation. The city circulation is delivered to 85% of the city homes—but think of the wealthy farming class we now reach daily—they get their paper almost as early as the city dweller and will be quick to take advantage of parcels post.

Our rates for over **35,000 guaranteed circulation** will interest you.

Detailed circulation statement on request.

Ask any recognized agency or write us direct.

The London Free Press Printing Co., Limited

LONDON - - ONTARIO

EDGAR J. GUY

Canada Life Bldg. Toronto

TORONTO REPRESENTATIVE

The Windsor Record

is in a class by itself in Essex County (population 70,000). Its circulation surpasses that of all the other papers in the county combined.

THE EVENING RECORD
10 to 20 pages daily

THE WEEKLY RECORD
16 pages

PARCELS POST

TO-DAY comes into force a much-wanted and long delayed public utility—the Parcels Post.

It is strange that in a progressive and go-ahead community like ours, this convenience has not been installed years ago, but we have some slight consolation when we realize that our neighbors over the border have only recently introduced a similar system.

We are advised that for the first six months the system will not be so complete as is promised for later on, and the maximum weight for that period, of any parcel, will only be six pounds, and it will not be possible, for that time at least. to ship any live animals, babies, cats or dogs by this method of conveyance.

The zone system, especially in a country like Canada, where distances are so great, appears to be the rational solution of the cost problem, but in some cases at least the old postal methods are going to be cheaper than the new Parcels Post tariff. Only last week we received a couple of samples through ordinary mail, with four cents postage, which we understand will cost five cents to send by Parcels Post.

Just how far the Parcels Post is going to affect the country storekeeper is a matter which only time can prove. At any rate it will open up endless possibilities for the farmer and dairyman to get his produce in good time, and at lowest cost, into the hands of the city dweller.

On the face of it, it may seem that the Parcels Post is going to put another big advantage in the hands of the large department stores, to the detriment of the local store keeper, and already we have noticed advertisements in which the big department stores are advertising bargain lines post paid to address. There is just one way in which the country store keeper can counteract this competition, by featuring worthy goods, well advertised, and by improving the service he is giving to his customers.

Truly, the rural dwellers' lot is a far happier one than it was thirty years ago, for with the use of the telephone and the parcels post, he can now be assured practically of as good a service in the delivery of goods as his presumably more fortunate city brother.

* * *

Nothing is "too small to complain about" when it produces irritation or annoyance. An inquiry unanswered, or answered only after weeks, or a sample missent, or sent after exasperating delay—these things may inconvenience and displease as much as an unsatisfactory purchase. The amount involved does not enter into the question in the least.—*Richard H. Waldo.*

A YEAR'S GROWTH IN CIRCULATION

AN ANALYTICAL COMPARISON OF THE WINNIPEG FREE PRESS CIRCULATION FOR 1913 OVER THAT OF 1912

PAID CIRCULATION—	1913	1912	Gain	Loss
City and Suburban Subscribers	32,209	28,044	4,165	...
City Newsdealers	1,843	1,578	265	...
City Newsboys and Counter Sales	2,932	2,721	211	...
Mail Subscribers	16,861	16,898	...	37
Newsdealers Outside City	9,050	8,452	598	...
News Agents on Trains	718	819	...	101
Special Orders	46	95	...	49
UNPAID CIRCULATION—				
City Complimentary and Exchanges	337	216	121	...
Carriers and Delivery Service	745	627	118	...
Employees and Office Counter	638	594	44	...
Outside Complimentary and Exchanges	792	916	...	124
Advertisers Outside City	586	631	...	45
TOTAL CIRCULATION	66,757	61,591		

TOTAL NET GAIN 5,166

The close student of circulation will find three outstanding features in the above report:

A circulation gain for 1912 of 5,166 copies.

A gain of 5,052 or 98 per cent. of the total gain in paid circulation.

A gain of 4,167 in the copies delivered directly into Winnipeg homes by our own carriers.

The FREE PRESS looks forward to a big general increase in national advertising for 1914, and with its improved equipment and service, coupled with a substantial gain in the right sort of circulation, confidently expects to receive its full share of every carefully planned appropriation.

The Winnipeg Free Press

is represented in Eastern Canada by every recognized agency, and by

EDGAR J. GUY,

Canada Life Building, Toronto

SLAVERY TO FORM IN ADVERTISING

The Department Stores' Practice Taken as an Example of Slavery to Form—Scarcity of New Advertising Ideas—The Stores Are Content to Imitate Each Other, Using the Same Forms Year After Year and Giving the Same Selling Arguments and Excuses.—By Frank Markward

SOME one complained recently that store advertising now generally in vogue had developed no new idea in fifty years. It was intimated that the present method was swathed in precedent as a mummy in the cerements of the grave. Big stores in big cities go on using dead forms in their advertising until no vestige of originality or difference between the printed offer of one and the others exist.

And yet it must be rather potent, this kind of big store advertising. At any rate the people who pay for it have not learned the contrary.

Perhaps people do discount the statement that a $2.50 shirt is now to be had for $1.15 and then—go and buy it. They may say, "Well, it may really be a $2.00 shirt or even a $1.50 shirt. In either event there's a saving and—anyway I need some shirts."

There is a sameness to big store advertising. Of course there is. Most of the human family is in the mutton class. If the Mammoth Department Store advertises this way and makes money, the Leader store and the Van Jones store plus a few hundred other stores located far and near feel they can go and do likewise—and most of them do.

People may freely discount the statements of these stores but—and here's the point—they make a special store trip to see if they haven't possibly made a mistake. Generally they think they have and buy. It isn't so much because the form of store advertising is hackneyed but because the style has grown into a custom. People are used to having five dollar values offered for $2.98 and fifty cent values pared down to 29 cents.

They know better than to look for the gospel brand on these flights of fancy, but there are enough results from the department store's side of the fence to almost prove that the aforementioned brand is there.

Originality in department store advertising does not appear to thrive, anyway. Those who try it fail to keep it on trial very long. Insensibly or with a quick reversal they get back to the usual, possibly stereotyped, style.

After all, quick result advertising such as department store advertising, resolved itself—some time ago, into a concrete proposition. There is the article, its quality of style, beauty, utility, its relative value and the price at which it is now offered. It is a take it or leave it proposition.

It's like the experience of the advertising solicitor with the banker. The banker didn't want an advertisement. The solicitor did. So did his paper. So he insisted

TWO NEW RAILROADS

will be operating into Calgary next month.

The C. N. R. will have trains running before February 1st and the G. T. P. will be operating shortly after. This means an immense new territory tributary to Calgary will be thrown open and dozens of new towns will spring up. *This new territory, as well as all Southern Alberta, can be covered more thoroughly and at a smaller cost by the CALGARY HERALD than by any other medium.* Circulation sworn to over 21,000 daily, over 8,000 weekly. Write for detailed statement and rate card.

The Herald Publishing Co., Limited

Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

25,802

That was the daily average output of the

HAMILTON SPECTATOR

FOR 1913.

No foreign advertiser looking for the best results in Hamilton should omit THE SPECTATOR.

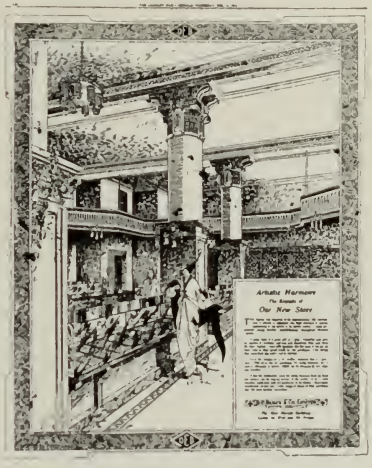
he had to have that advertisement. "This is a hold up," said the banker. "A stand and deliver game is it?" replied the solicitor. "I don't care what you call it, *so long as you do it quick*."

The tested way that produces quick results is mighty likely to forcibly appeal to the department store advertiser and he doesn't mind the charge of slavish imitation of some hundred or thousand other stores engaged in selling similar lines of merchandise.

It does make one tired to see or rather read some of the reasons given for the cruel and wanton slaughter of fair and lovely values. "An Eastern manufacturer recently found himself with a thousand more skirts than he wanted—an over production and a slack market. We heard of it and made an offer for the entire lot. Our cash looked better than his overstock to him and now the skirts belong to us at a fraction of their real value. They are made of the season's popular fabrics, are right to the minute in style and beautifully tailored. This is your opportunity to own for less than regular selling price, one or more of these splendid garments," etc.

After you read something like the foregoing—in frequent intervals for ten years or so, you begin to wonder why men will be so foolish as to go into the manufacture of ready-to-wear garments for women. Perhaps you speculate idly in your own mind as to whether there exists a manufacturer who isn't perennially broke or whether he ever receives any money save from the plutocratic hands of the buyers for department stores.

It must be something of this order that caused the carping complaint of the criticism quoted in the opening paragraph. But an advertising writer ought to have enough salt in his composition—physical and mental—to preserve his optimism, because that is really his saving grace and it



One of a strong series gotten out by the Calgary Herald's Own Service Department

needs must be in good working order to play sheet anchor.

LET THE MERCHANDISE TALK

Personally, I haven't any cure-all for the sameness of department store advertising. When the time comes for it to evolve into a better system it will, and, in the meantime, if anyone has a better plan we will be glad to hear of it.

All of us are governed to some

CONTINUAL GROWTH

Average Daily Circulation for 1912 - - 11,191
Average Daily Circulation for 1913 - - 15,437
Increase - - - - 4,246 copies

This splendid increase in circulation will result in larger returns for the Advertisers now using our columns and should induce every manufacturer and wholesaler now developing an Alberta Field through this medium to arrange at once for their Spring Advertising Campaign.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL

(Branch Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
J. McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

Over Half a Century of Continuous Publication

must give a solid value to a newspaper. The Daily Journal has served the people of St. Catharines and the Niagara Peninsula since 1859. It enjoys to-day a wide circulation, a heavy advertising patronage.

Use its columns for results.

Write for Circulation and Rates.

The Journal of St. Catharines
Limited
St. Catharines, Ont.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

extent by precedent and follow the path this and environment have laid out for us. But every piece of merchandise offered for sale has its own story to tell.

If you are a good translator or interpreter of that story it seems to me you have written good advertising. In off moments the best of the craft think we have a better

Coming to Toronto, 6,000 Strong

The Greatest Business Convention Ever Held in America Will Centre the Eyes of the World on This City in June

SIX THOUSAND MEN—probably seven thousand—are coming here to attend the 10th Annual Convention of the Associated Advertising Clubs of America.

At least 6,000 of the biggest, brainiest, most influential executive heads of the manufacturing, mercantile, and publishing interests of America and Great Britain are coming here in June to the guests of Toronto—coming here to see for themselves the magnificent advantages the city can offer

BETTER than a million booklets, good as they are; more valuable than hundreds of advertising pages, much as they are needed; is the coming of these men here in person.

For five days we will have an audience such as nothing but the convention could bring together. For nearly a week we will have men here representing a capitalization (in the United States alone) estimated at no less than $1,600,000,000

Hundreds of these men represent companies which will establish Canadian factories.

Once it was we who were going to them; now it is they who are coming to us.

These 6,000 men are earnest, interested, and keenly alive to every new opportunity.

Never before has a Canadian city had such a chance to display her wares, and not again can Toronto hope to get this unique help—not for another twenty-five years at least. It is a consensus for which all the great American cities offer every possible inducement.

We Appeal to the Citizens of Toronto

and all business interests for contributions to the Convention fund. Forty thousand dollars will be required—a smaller expenditure (though a larger convention) than any previous convention city has made.

At the most conservative estimate, these men, members of one of the most highly paid professions, will leave over a quarter of a million dollars in Toronto. This alone, leaving other and greater considerations aside, is SEVEN TIMES as IMMEDIATE RETURNS the amount we ask the citizens to contribute.

TWENTY-ONE committees have been hard at work for months perfecting the details of the convention. Every business man will appreciate that the committees must be raised at once. Full information can be had from the Toronto Ad Club, or from the Chairman and Vice-Chairman of the Ways and Means Committee of Citizens.

WAYS AND MEANS COMMITTEE OF CITIZENS

O. K. BISCUIT, Chairman
HON. C. L. MAS. SHALL, Vice-Chairman

Toronto Ad Club, Inc., 104 Yonge Street

W. C. BOOK, Pres. F. H. ROWE, Chair. Convention Com. C. W. McDIARMID, Chair. Financial Com.

A Strong Appeal for Convention Funds

story to tell than the merchandise we are presumably talking about. But with more merchandise conversation and less advertising language, the result, a good many times, spells better advertising and more profitable merchandising.

It is the desirability of an article that needs to blend pleasingly with the ink we distribute over the paper.

Romance would be pretty thin—lacking in interest—if love did not serve as a binder to the adventure.

The desirability of the goods we want to sell is their romance—the interest compelling factor in their sale and, this is the feature of advertising writing that needs to be cultivated, or so it seems to me. Personality in advertising is talked of in complimentary fashion. It is no doubt a factor of importance if it vitagraphs the spirit attitude of the store or the house; and the practical conduct of the business lives up to the promise that breathes in the advertising. But sometimes it is out of place to show personality.

The portrayal of the desirable quality in merchandise need not and does not depend upon personality but on a true sensing of value and the ability to put ideas on paper in the way that does the most good.

Letting the merchandise talk tells the story in four words. Exaggeration is the main danger, but with the maintenance of a proper regard for the truth, the question of originality or the sameness in department store advertising takes care of itself to a pretty large extent.—*Judicious Advertising.*

Money is one of the best things going—but it is still better, coming.

The Acton Printing Service

Copywriters to supply ideas and get up reading matter in convincing form.

Designers to devise cover designs, illustrations and attractive color schemes.

A Printing Plant capable of the very highest grade of work.

If you are thinking of getting out any printing—anything from a leaflet to a ponderous catalogue—try Acton Printing Service.

'Phone for a salesman

Parkdale 4171

The Acton Publishing Co., Limited
Job Department
Cor. Queen St. W. & Gwynne Ave.
Toronto

HOW TO PLAN A SALES CONVENTION

MANY Canadian manufacturers, realizing the value of a convention of salesmen, branch managers and executive officials, have organized these annual conventions with great success. Many other manufacturers might use this method of getting the interest and co-operation of their field men and thus organize for effective work.

It is an easy matter to summon the salesmen to a "talk-fest," but the rest isn't so easy. To pack this convention time so full of man-building, sales-increasing, yet human conferences, is a hard but profitable task.

Some conventions are called because the Boss wants them and he wants them because some other manufacturer is having them. It is the style, so to speak. The convention idea, however, is no good unless worked out practically. It isn't sufficient to adopt the idea. The idea must be developed. Enthusiasm which will last must be created if the convention is to be a success. And to make it a success, the men must be supplied with new and definite money-making knowledge—with a fresh stock of clean-cut selling ideas.

There must be plan to the convention. Its work must be systematic, serious and orderly. The plan must be unified, coherent, specific and detailed.

The salesman should have a big part in shaping the convention program and supplying the raw material for its discussions. What are their problems? What are the new selling arguments they have worked out, the new "stunts" in demonstration? No matter how able or loyal the individual salesman may be, you will not get maximum results either in the convention or afterwards in the field if you treat him like a canvasser-puppet whose job is to bring out "Approach No. 13" or "selling point No. 23" when you pull the proper string.

Two or three months before the convention start the ball rolling by writing each salesman, asking him to suggest topics and ask questions to be discussed at the big meeting. Do not delay in planning and do not let the salesman "put off" answering. Then have the suggestions and questions printed and mailed to the salesmen to make them think of more suggestions. Call loudly for more suggestions and have a man follow up the work of "boosting" the convention.

The mere accumulation of these topics and questions will be of immense value to the house. It will show the home office what problems are actually bothering the men in the field; also what the salesmen really think of the company's products, prices, terms, policies, methods, and of these points in regard to competing concerns. The salesman will unconsciously reveal which of their force are competent or incompetent. Field letters will show where and why competition is strong—

A Coming of Age

Twenty-one years ago this month, was issued the first number of what has long since been recognized as Canada's Leading Monthly, the

Canadian Magazine

And this unbroken publication and steady expansion must be attributed largely to the maintenance of its acknowledged literary excellence.

The "Canadian Magazine" is the journal of the well-to-do, thinking classes in all parts of Canada—those with money to spend.

Its reading pages are no more carefully edited than its advertising pages, so you are assured of the best of company for any worthy product.

And the finest testimonial of the value of the CANADIAN MAGAZINE as an advertising medium is the fact that our advertisers stay with us year after year.

We can produce results for *you*, too.

Write us for sample copy and rates, or ask any reputable advertising agency.

The Canadian Magazine

200 Adelaide St. W.

TORONTO, ONT.

Northern Ontario purchases annually over $20,000,000 worth of goods.

This statement was recently made by a prominent member of the Toronto Board of Trade.

Northern Ontario is a field you ought to cultivate. Population is rapidly increasing. The little things of to-day mean commercial successes of the future.

The Daily Nugget

Northern Ontario's only daily newspaper—offers a solution to the problems of increasing sales. It circulates among a class of people who buy guaranteed quality goods and are willing to pay a price insuring satisfaction.

We are issuing shortly a comprehensive illustrated edition, illustrating the commercial progress of Northern Ontario. This edition of over forty pages will demonstrate that this district possesses valuable assets aside from mining. Copy of this number will be sent you free upon request.

The Cobalt Daily Nugget
Limited

COBALT :: ONT.

as well as scores of other facts. They will paint for the home office, if the men there are shrewd, a clean cut picture of conditions in the field—a picture that is true and honest.

The letters and suggestions will give the home office a chance to dig up answers, to consult specialists or secure specialists to come and answer them. At the convention, encourage the salesmen to get up and answer questions. Knowledge is the chief part of what sells goods—knowledge of what to say and do and what not to say or do under any condition. Pass the knowledge along.

Immediately before the convention, put several men to work and have them plan, Plan, PLAN how they are going to put thirty-six hours in every ten during each day of the convention. Do not waste the salesman's time when they arrive. It is better to put a committee of three or four men to work for a week before the convention than to waste the salesmen's time at convention and have them miss the whole point of the convention.

The committee should be on the job during the convention and keep the convention humming and on time. Previous planning and continuous work will keep the convention running at high speed with no friction because the tracks are well greased beforehand.

In arranging the program, get variety into it. Mix the free-for-all discussions with the set speeches. Do not bore the audience with too much of one thing. A change is as good as a rest. Change often, unless there is some logical and necessary reason.

Don't have papers read if you can avoid it. On the other hand, don't let speech-makers speak at random. See that the speeches are prepared and the points tabulated. Lay out the schedule like a railway time table and run the convention on schedule time. The men get over-hungry waiting around for things to "start" and when the proceedings start late they are

Jelly is not usually associated with 5 o'clock Tea

not in good trim to receive what has been prepared for them.

For the presiding officer, have a man who can feel the pulse of the meeting and guide and direct the meetings. If the president or salesmanager is the man let him take the chair. Otherwise appoint a man who can direct and let the president and salesmanger take chairs at his right and left. Kickers must be choked off, shy men encouraged, enthusiasm maintained. The meeting must be controlled and all the argument directed to a clear, definite conclusion. — *The Canadian Manufacturer.*

Get in on the Ground Floor

The potential development of British Columbia reads like a Fairy Tale.

Fisheries, coal, gold, copper, lumber and a host of other industries still in their infancy.

Make the most of the opportunity.

The Vancouver Sun

will bring your wares before a prosperous and enterprising people in the most forceful manner possible.

Use its columns liberally. It will pay you well.

Rates moderate now, but sure to advance.

Circulation Paid, 23,423 (absolutely guaranteed) and still growing.

You can't cover Vancouver and the wonderful B. C. country unless you use "THE SUN."

Ask any Agency for rates.

THE BURRARD PUBLISHING CO. Limited

VANCOUVER, B.C.

Eastern Representative :
EDGAR J. GUY, Canada Life Bldg., Toronto

DAILY 3,003

SWORN AVERAGE CIRCULATION FOR 1913

WEEKLY 4,931

The Mercury and Advertiser

Established 1844

THE EVENING MERCURY and ADVERTISER went into 80½ per cent. of the Guelph homes every day on an average for 1913. This edition is by long odds the most effective advertising medium by which to reach Guelph citizens.

THE WEEKLY MERCURY and ADVERTISER has a compact circulation, confined principally to the county of Wellington and surrounding counties.

BOTH OF THESE PUBLICATIONS ARE BUSINESS GETTERS. AN ADVERTISEMENT IN THE MERCURY IS WORTH WHILE.

WEEKLY $1 PER YEAR IN ADVANCE

Advertising Rate Card and Detailed Circulation Statement Furnished on Application.

DAILY $4 PER YEAR 2c. PER COPY

WHAT'S DOING AT THE AD CLUBS

CALGARY

Samuel C. Reat, the United States Consul at this point was guest of honor at the meeting on January 7th, and gave a telling address on "The Changing Orient."

"When one has seen," said Mr. Reat, "all these splendid spectacles and moss grown evidences of ancient and barbaric splendor, and returns to his own country a man of broader views and wider experience, he cannot help but feel that here in this North American Continent can be found the ideal nations pictured by the pen of Ruskin when he speaks of those nations being the wealthiest whose inhabitants are the happiest and most contented."

Mr. Reat's long residence in the Orient enabled him to handle his subject in a masterly manner, and his address was very well received by a large turn out of members and visitors, including the whole of the Local Consular Corps.

* * *

The first Smoker of the Club, an informal affair, none the less enjoyable, was held on January 14th, when it was decided that the Calgary Club should organize a chain of Ad Clubs throughout Southern Alberta. It is gratifying to know that the Calgary Retail Merchants' Association is standing behind the Ad Club in their endeavor to secure the passing of a bill against Fraudulent Advertising.

The meeting on January 15th was a unique one, as business matters connected with the club were sandwiched with vaudeville stunts and recitations and songs.

The fraudulent advertising bill is down for discussion at the meeting on January 28th.

EDMONTON

Norman Rankin, President of the Calgary Club, and J. W. Davidson, were guests of honor on January 8th at a meeting of the Edmonton Ad Club. The purpose of their visit was to promote the organization of a Western Canada division of the International Association of Ad Clubs.

It has been proposed that Edmonton undertake the formation of Clubs in all the larger cities in the North country including Saskatoon, while the Calgary Club will look after similar organizations in Medicine Hat, Lethbridge and cities to the south.

* * *

At a meeting held on January 10th, a splendid response was reported to the whirl-wind campaign to obtain 500 members in a short time, a record then standing of 425, but at a subsequent meeting of January 15th the gratifying announcement was made that the membership had reached 540. Short addresses were given by A. G. Mackay, M.P.P., and City Commissioner Harrison.

It is just possible that the Chamber of Commerce at this point will be removed from the City Hall and placed with the Ad Club in premises which this organization proposes to secure. This would mean a thorough shaking up in the publicity organization in the city, and would no doubt tend to obtain more tangible results from this department.

The enterprise being shown by this Western Club is worthy of the highest commendation.

* * *

MONTREAL

Montreal Advertising Club, a new advertising club in Montreal with a very strong Directorate, has recently

With the Daily and Sunday World the advertiser gets a total combined circulation of

more than 138,000

and a combined City of Toronto circulation of

more than 96,000

A combination contract for 10,000 lines, covering both papers, gives a rate of less than

9 cents per line

per 1,000 circulation, for both papers. For particulars, rate card, sample copies, etc., address

The World Newspaper Co., Limited
Toronto

obtained a charter and reserved handsome and spacious Club Rooms in the new Kerr Building. Officers have been elected as follows: President, H. R. Charlton, Advertising Manager G.T.R.; 1st Vice, W. W. Southam; 2nd Vice, Geo. H. Ham; Treasurer, J. H. Thompson; Secretary, W. J. Cameron. There are already over 100 members, representative of leading advertising interests and the formal opening and house warming is to take place in February.

* * *

The average advertising man's woeful ignorance of the art of engraving, in itself one of the most important elements of advertising, was denounced by the President of the Publicity Association in his address on January 6th. It was unfair, he maintained to place all our engraving burdens upon the engraver. The advertising man should understand better what these mechanical processes were capable of, to obtain the fullest efficiency, buyers of engraving should establish themselves as co-workers with the engraver, and know engraving, in part at least, as he knows them.

* * *

The Publicity Association at this point listened to an address on January 20th, by W. T. Robson, late Advertising Agent of the Canadian Pacific Railway. He urged that Canada's wonderful tourist attractions should be advertised more extensively abroad. Every tourist was a valuable asset to the country he visited and many important Canadian industries owed their existence to the tourist. Most enthusiastic and unusual interest was manifested in this subject by the meeting.

TORONTO

The Ad Club has been more than fortunate this season to listen to influential men who have really "made good," and no exception was experienced on January 13th, when A. T. Enlow, Advertising Manager of The Pedlar People, Limited, of Oshawa, talked on "How to Reach the Rural Population Through Advertising."

He had a very firm belief in being "hand in glove" with the farmer. Every effort should be made to cement a real bond of friendship, and pains taken to make each visitor feel thoroughly at home. The sheet metal manufacturer, to be in the swim, had to keep wide awake, for competition was keen. The farmer could be reached direct, but the list of available media in Canada was too large to use them all.

In the case of his firm, a letter to 1 000 agents and 30 travellers asking them to name the 6 best advertising media, had been very useful in determining the firm's selection. Any medium, to get inquiries, must have the full confidence of its readers, and farmers, as a class, were usually the most responsive to advertising.

Quotations were never given direct in response to inquiries, but an agent was always sent to call on the inquirer within 2 or 3 days, and multigraphed letters had proved very useful in helping agents.

Truth and moderation in advertising paid handsomely, and it should be the advertiser's aim to give something a little better than what he claimed in his advertisement. Especially in Canada, where the farmer is the back-bone of the nation, to give satisfaction and establish a product with one farmer meant in many

LETTER No. 1—FROM SATISFIED ADVERTISER

Would not consider campaign that did not include "The Toronto News"

RUSSELL MOTOR CAR CO. LIMITED

BRANCHES
TORONTO, HAMILTON, MONTREAL, WINNIPEG, CALGARY, VANCOUVER, MELBOURNE, AUST

RUSSELL MOTOR CARS RUSSELL MOTOR CARS

CABLE ADDRESS
"RUSSELLMOT" TORONTO
CODES WESTERN UNION & ABC 5TH EDITION

HEAD OFFICE & WORKS

WEST TORONTO, CANADA

August
Fourteenth,
Nineteen Thirteen.

The News,
103 Bay St.,
Toronto.

Dear Sirs:--We are glad to take this opportunity of expressing our satisfaction with "The News" as an advertising medium.

We have used "The News" continuously for some years and would not consider an advertising campaign in Toronto and vicinity that did not include your paper.

In national advertising "The News" occupies an important position, while in the local field we believe it equally satisfactory in reaching a high class clientele.

With best wishes, we are

Very truly yours,

RUSSELL MOTOR CAR CO. LIMITED

D E MacDaniel

Advertising Manager

DEM/VS.

LETTER No. 2 will appear next month.

cases the establishment of a trade in the neighborhood, by means of personal recommendation. On the other hand, any knocks that may be forthcoming are just as dangerous. A farmer is not a one-time buyer and cannot be "soaked" with importunity.

Mr. Enlow spoke in the most glowing terms of the productive force of the Canadian farm press, and eulogized their straightforward editorial policy and the efforts they had put forth to clean their advertising columns. He asserted that the average farm paper in Canada was away ahead of similar papers in the States. Reading farm papers was a second college education for the farmer, and products must be advertised in them sanely, honestly, sincerely and frequently. There were many adverse influences that worked in the United States, but as a nation Canada was ahead of her southern neighbors in high moral tone.

Canadians were not so fertile in schemes as Americans, but when they do make an assertion it will be found to go farthest in the end.

The speaker gave it as his opinion that it would be better for buyer and seller too, if the advertising agencies were to cut out the commission proposition and receive payment from the advertiser for just what their services were worth.

At the conclusion of this most interesting address, the cup for the recent billiard tournament was presented to the winner, A. L. McCredie.

* * *

Dr. Harvey W. Wiley, father of the pure food movement in the United States, was the guest of honor at the monthly dinner, held at the Walker House annex, on January 21st. There was a very large attendance of members and their lady friends.

The land, said Dr. Wiley, is full of palaces and the roads are full of automobiles, built and bought with the millions that have been extracted from the wreckage of the lives of the American people in the sale of adulterated foods. He strongly advocated the production of pure foods as conducive to the health of the people, and of far more importance than the accumulation of wealth.

His policy is not to destroy business, but to destroy such business as is destroying the people. The public, he maintained, have been so often misled by misleading statements in advertisements and have been induced to pay money for something that was not what it pretended to be, that they have come almost to regard every advertisement as a lie. If the enormous amount of advertising which is being done all over the world at the present time is to continue there must be a change. He had no fear of the ultimate result, but there is still too much left that is misrepresenting, if not actually fraudulent. The new rule is not "Let the buyer beware," but "Let the seller beware." The seller must guarantee his goods. Dishonest advertising must go. Let us have fewer pianos and more cooking stoves, for cooking is the highest of the fine arts. If there were more good cooks there would be less divorces. People who adulterate food strike at the very citadel of our national life.

His was the gospel of long and serviceable life, for there is nothing in life merely for the sake of living. If a service was not being rendered to humanity, the quicker one died the better.

Dr. Wiley began his address with a remarkable panegyric on Lord

Service and Cooperation

The finest recommendation that any Advertising Agency can have is that of clients of many years' standing who speak in the most glowing terms of its cooperation and service.

We do not profess unduly, but we can refer any advertiser or prospective client to the way in which we have handled the business for many leading Canadian advertisers for whom advertising has spelt "success" with a capital "S".

We only ask an opportunity of being able to get in touch with you, when we know we can get together for our mutual advantage.

Write or wire at our expense, asking our representative to call on you..

Norris-Patterson Limited

Advertising Agency

Mail Building -:- Toronto

Strathcona, and considered that his life was a model for all young men.

* * *

W. A. Peace, Toronto Manager of the Imperial Life Assurance Company, addressed the weekly luncheon on January 27th, his subject being "Advertising Insurance." "Come over and help us" was his theme, and he claimed that ad men had done nothing to help insurance agents. Appropriations for insurance were invariably low, because the cost of doing business would not allow of any considerable amount being spent. Life insurance was no less difficult to sell than it was to advertise, but many companies might well introduce the human element into their copy with a good effect. Too little insurance was carried by most people, but no set rule could be given as to how much insurance any man should carry for the protection of his business and his family.

He advised the agencies to keep after the companies, but at the same time to get after the field men, who were largely responsible for the small appropriations, as money spent on advertising would inevitably decrease their earnings. Apply for insurance, was his advice, early in life, the majority of rejections were owing to application being made too late.

* * *

B. A. Trestrail, Advertising Manager of Messrs. R. S. Williams & Sons Co., Limited, spoke on Feb. 3rd, on "Retail Advertising," and he gave many interesting details from his own experience as to the methods of advertising employed by this well-known firm.

Real value, he maintained, was derived from experience and not from theory, and great benefit could be derived from the close study of the advertising and policies of other firms. It is not either necessary or desirable for any man to copy somebody else's work, but he could, at any rate, gain ideas which could be applied to his own advertising.

Retail advertising is divided into a number of sections. Posters, car cards, word of mouth by the public and by the firm's own staff, selling and display windows, motion picture theatres, recitals, etc., and newspapers.

He emphasized the importance of a definite policy, based on sound reasoning and investigation. The house organ was a very valuable factor in the smooth working of any business, as it kept the many units of a concern in harmony with one another.

In catalogues a particular line of goods was always arranged to have one page at least, with details of goods of other departments, so that the public always had the various lines before them, even if some departments were only mentioned in a casual way.

Harmony of ideas between the advertising manager and the heads of any firm was invaluable, and an advertising manager should always try to reflect the policy of his institution and not unduly press his own views. Copy should endeavor to get the confidence of readers and state simple facts. Find the best selling point and bang away at it. The best selling manager took nobody's word for anything but investigated everything for himself.

As regards special sales, the whole story should be told in the heading, so as to catch everyone interested. Brevity could easily be overdone, for interested parties would read every word.

Emphasis was laid on the value

of timely ads and current popular interest could, most profitably, be capitalized in ads.

The value of keeping records of all advertising was remarked upon, for at the same time in the following year these ads could then be referred to and errors corrected and waste eliminated. Perfect co-operation between the advertising manager and the managers of all departments was most essential to success.

* * *

VANCOUVER

At a recent meeting, officers for 1914 were elected as follows: President, H. R. Pickens; 1st Vice, H. Woolston; Sec.-Treasurer, J. E. Patten.

The Pacific Coast delegates of the forthcoming Toronto Convention are planning to travel via Vancouver, and arrangements are being made to hold a series of Pre-Convention meetings at this point. The whole of the delegates, including the Vancouver boys, travelling over the C.P.R. east.

A proposal was made to affiliate the Chamber of Commerce with the Ad Club, but after considerable discussion it was decided that the progress of these two organizations would be better effected by keeping the two bodies separate.

SOME POINTS ON LETTER WRITING

By H. E. Goodwin

MARK the distinction I make between a letter, a circular letter and a circular.

A letter is a message written either by hand or on a typewriter, carrying the name of the man to whom it is addressed at the top with the proper salutation.

A circular-letter is a multigraphed message with the name and salutation filled in.

A circular is a piece of printed matter.

The question under discussion is how to make a letter produce.

To my mind this is the way:

First—put the name of the person to whom you are writing at the top.

The man is more interested in himself than he is in anybody or anything else. If you don't believe this mix his initials or mis-spell his name.

Second—use the right salutation.

A person always likes to be addressed in a manner indicating the degree of respect or friendship in which you hold him.

To my mind, leaving off the direct personal salutation or starting your letter with the wrong salutation reduces its efficiency.

The salutation of the letter is its attention-getter.

The first paragraph is the interest stimulator.

The body—the desire-creator.

The closing paragraph the sale-maker.

The quickest way to get a man's attention is to mention his name. Therefore you get the attention of the person addressed quicker and impress him more when you put his name at the top where he is sure to see it first.

You may get a man to read a typewritten message that has no form of salutation, but his attitude toward your proposition is not so favorable as it would be if it had that salutation of respect or friendly feeling you owe every person you ask to buy your goods. Perforce, a letter is formal.

Conversation is informal.

But even in conversation you start with a salutation when you wish to impress a man or desire to be particularly effective.

When you say, "My dear sir," the man to whom you are talking usually gives you his attention right away. It is contended by many that leaving off the salutation makes the letter informal.

To my mind doing so strikes the recipient of your letter in one of two ways—that you were too cold or too familiar.

Great care should be taken in seeing that you have a man's name right. If his name is C. G. Gordon and you address him as G. C. Gordon you are immediately presenting your proposition under a handicap.

This is equally true when you mis-spell a man's name.

Great care should always be taken in the selection of a salutation.

It is poor judgment, when writing a man you have addressed for several years as, "My dear Mr. Smith," to start your letter with, "Sir," simply because you find it necessary to remind him that last month's account remains unpaid.

The salutation should be an indication of the respect in which you hold the person to whom you are writing.

With one exception the salutation should always be friendly.

This one exception is when you have written a man the 'steenth time asking him to settle. Then you may be severe.

You can put a world of meaning into a salutation. Use the wrong salutation and you may throw a cloak of sarcasm or coldness over the letter you may have intended to be friendly and warm.

The multigraphed letter or circular letter deceives few: it interests a large number when you fill in a prospect's name and address him properly.

Even though a prospect get a letter from you which he knows has been multigraphed, filled in, signatured, folded, sealed, addressed and stamped at the rate of thousands an hour, he still considers it a letter if you have his name properly spelled and use the right salutation.

Leave off the salutation and, as I have said before, your message becomes a circular—a piece of printed matter.

I have tried out the plan of leaving off the salutation.

It was fatal from the standpoint of getting results.

The trade was not used to it.

Possibly, if I had kept it up long enough the trade would have become accustomed to it, but, like the old story about the man whose horse died just as he got used to a diet of sawdust, I didn't care to take the chance.

Until I have statistical proof that a typewritten message without the salutation pulls more business than one with a direct, carefully selected, sincere salutation, I shall continue to start my letters in the same old way, namely, "Dear Sir," "My dear sir," "Dear Mr. Smith," "Dear Smith," "Friend Frank," "Friend Smith," "Sir," "Gentlemen," "Madam," and so on as the case may be and as the circumstances under which the letter is written dictate.

You want the person to whom you are writing to think well of you.

Therefore, you cannot afford to take the chance of giving offense by violating a law of good letter-writing in failing to address the person in a manner his or her position warrants and in a way that custom and good usage demand.—*Advertising and Selling.*

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE Captious Critic is feeling somewhat sorry for himself. He realises the difficulty of criticising individual ads, because they may be at times just part of a series, run with the idea of linking up with one another, and

Not a Seed in "Sunkist"
Splendid—juicy—thin-skinned—seedless oranges. The finest fruit selected from the famous orange groves of golden California.
Every "Sunkist" orange is picked and packed by experts who wear clean, white cotton gloves. "Sunkist" packing houses are wonderful in their immaculate cleanliness.
The most healthful—appetizing—cleanest of all fruits.
—27 Handsome Premiums—
"Sunkist" Wrappers Bring Rogers Guaranteed Silver
Special "Sunkist" Sale All Next Week"
Begins Monday—At Your Dealer's
Buy a box or half box of "Sunkist" oranges—much cheaper than by the dozen, and they keep solid, firm and perfect for weeks. Take advantage of the low prices at this sale to lay in a plentiful supply of the finest oranges grown in the world.
When You Have the Orange Spoon You Will Want Complete Sets of All "Sunkist" Premiums
Actual Size
CALIFORNIA FRUIT GROWERS EXCHANGE
TORONTO, ONT.

a criticism on the one ad may be off the mark.

Bear with the Captious Critic—his criticisms are always intended to be constructive, and not destructive.

Here's an Orange ad with a premium offer that sounds good, but although the premium idea may have been proven by some firms to bring along such an accession of business that the price of the article is not materially increased, to the average layman this impression is not conveyed.

Apart from this, the "Seedless" feature of the Sunkist Orange is well brought out, although fault might be found with the excess of superlatives.

We are not sure that the idea of buying oranges by the box will commend itself to the average householder, although, of course, if this could be carried through, it would provide a most satisfactory way of shifting stock.

* * *

Owbridge's Lung Tonic, the old stand-by for many generations, has broken into the Canadian field and from the ad reproduced it will be noticed that they still stick to the same old oval shape with heavy

border and scanty type matter. This is a bold use of general publicity and for a preparation like this, so widely known and of such undoubted merit, is possibly the

very best form of advertising they could use.

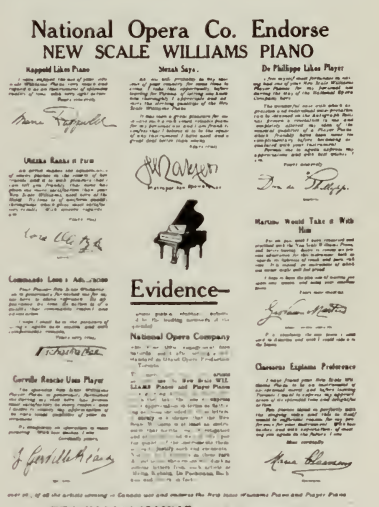
"Ask for Owbridge and take no substitute,"—this well worn old phrase is still keeping up its end, but from the frequency with which it is still used, it does not seem to have lost any of its efficacy.

* * *

The R. S. Williams piano people are to be congratulated on the timely ad reproduced, which appeared at the time that the National Opera Company was in Toronto recently.

The several letters with signature reproductions of some of the world's most famous operatic artists, appearing at the time when grand opera was uppermost in the minds of the better class people, must have had excellent advertising value. Much more of this kind of advertising, that is to say the connecting up of the copy with current events, might well be used.

In some cases, especially in Great Britain, accident and life insurance firms have copy prepared and ready for insertion in the event of any great catastrophe, such as the sinking of the Titanic, or a big railroad wreck or a fire, with standing instructions to insert these ads in a big space on the



first possible occasion after the occurrence of such events.

This is a line of thought for advertising men in Canada which will stand much development.

* * *

Vitafer, the greatest of all tonic foods, may be all that is claimed

for it, but I would be very sorry to be compelled to have recourse to any tonic that got me so lively as to get into the attitude of the athlete in the illustration. This

Does most good,
in least time, at lowest cost
Vitafer
The Greatest of all Tonic Foods
is the essence of British milk richly endowed with those special forms of organic phosphorus etc., which increase nerve power and give energy and health.
Vitafer nourishes Nerve & Muscle & Bone
Take it as a pick-me-up and vitaliser in all conditions of enfeebled health, wasting, dyspepsia, mental and physical exhaustion, neurasthenia, etc.—Vitafer is no mere stimulant—it does permanent good. Leading Physicians recommend it.
It mixes easily with milk, tea, coffee, cocoa, porridge, etc., is nicest to take —practically tasteless, and is the only non-constipating concentrated food.
Note the moderate price which places it within the reach of all.
From Drug Stores, in bas, 50s and 76s; larger sizes £1 2s and £2.
Sole Manufacturers—SOUTHALL BROS. & BARCLAY, Ltd., Birmingham, Eng.

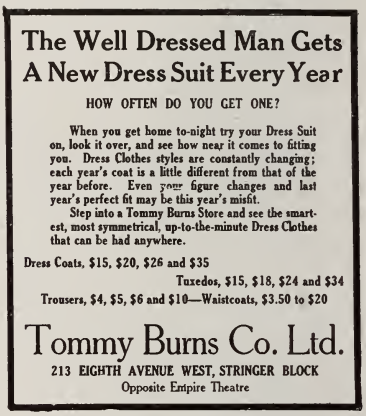
surely is a case where exaggeration overstepped even its very extensive bounds.

There is just one phrase in the ad which seems particularly good. "Vitafer is no mere stimulant—it does permanent good," which to my mind could have been made much more of, because of the fact that the average stimulant is recognized as only having effect for a short time, the after results often being worse than the former.

* * *

I can't remember where I clipped this ad of the Tommy Burns Company Limited (was it a Calgary paper, but I do think that the argument to sell clothes that a well dressed man gets a new dress suit every year, is one of the weakest I have ever come across.

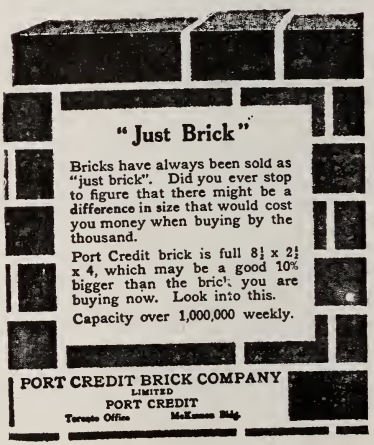
A good dress suit, however frequently worn, if made of the real material, should give years of service, but, of course, if you want to go along and buy a dress suit at a cut rate price you cannot hope to get anything else but shoddy. I would imagine that the man who had occasion to wear a dress suit often enough to require one each year, would be sufficiently


The Well Dressed Man Gets
A New Dress Suit Every Year
HOW OFTEN DO YOU GET ONE?
When you get home to-night try your Dress Suit on, look it over, and see how near it comes to fitting you. Dress Clothes styles are constantly changing; each year's coat is a little different from that of the year before. Even your figure changes and last year's perfect fit may be this year's misfit.
Step into a Tommy Burns Store and see the smartest, most symmetrical, up-to-the-minute Dress Clothes that can be had anywhere.
Dress Coats, $15, $20, $26 and $35
Tuxedos, $15, $18, $24 and $34
Trousers, $4, $5, $6 and $10—Waistcoats, $3.50 to $20
Tommy Burns Co. Ltd.
213 EIGHTH AVENUE WEST, STRINGER BLOCK
Opposite Empire Theatre

well placed socially to pay a decent price for it.

* * *

The "Just a Brick" ad is a remarkable handling of a very


"Just Brick"
Bricks have always been sold as "just brick". Did you ever stop to figure that there might be a difference in size that would cost you money when buying by the thousand.
Port Credit brick is full 8½ x 2½ x 4, which may be a good 10% bigger than the brick you are buying now. Look into this.
Capacity over 1,000,000 weekly.
PORT CREDIT BRICK COMPANY
LIMITED
PORT CREDIT
Toronto Office McKinnon Bldg.

difficult article to advertise. There is nothing much to the illustration, just a reproduction of a plain brick wall, but the argument, a new one to me, is very well brought out.

If you are buying brick, buy bricks of a good full size. Our bricks are 10% larger than the average. The man who hit on this forceful argument has certainly made the most of it. It hits the nail on the head for any prospective purchaser of brick.

* * *

I reproduce this Ivin's cake and cracker ad, not because of any remarkable forceful argument which it contains, or because of any excellent typography, but

"Pat a cake, pat a cake, baker man,
Bake me a cake as fast as you can."
Ivins
LUNCH-ON-THINS
Ivins CAKES AND CRACKERS
GUARANTEED 100% PURE

because of the really excellent child study and drawing. We have had occasion more than once to commend the child drawings in Fry's and Cowan's and other advertising, but you will like to agree that the illustration reproduced is just about as human and lively as it could be.

Doubtless the Tisdall factory-to-pocket jewellery store did good business as a result of their ex-

Tisdall's Greatest $1.00 a Day Reduction
Diamond Sale Now in Full Progress
WE KEEP OPEN EVERY EVENING
TISDALL'S FACTORY-TO-POCKET JEWELRY STORE
150 YONGE ST., TORONTO, ONT

tensive Christmas advertising, but we cannot commend their idea of reducing each article one dollar a day for a certain period, as sound merchandising.

It looks very like an attempt to catch trade at any expense whatever. Say, for instance, I had my eye on a $12.00 article which happened to be unsold at the end of twelve days, all I would have to do would be to walk into the store and buy the article for $00.00. It strikes me that this firm's advertising would have considerable added strength if they were openly to confess that they were not in business to make money, but were merely running a philanthropic institution. Such advertising may fool all the people some of the time, and some of the people all the time, but it won't fool all the people all the time.

ADVERTISING TENDENCIES ON THE AMERICAN CONTINENT

By Herbert N. Casson, Vice-President of the H. K. McCann Advertising Agency

THE advertising business is taking stock of itself—that is the central fact. After thirty or forty years of haphazard and unorganised development the advertising business of America has suddenly begun to take shape and to create for itself a body, a will, and a conscience.

We have shot ahead on the usual American plan, which is first to do something, and then to take ten years to find out and appreciate what we did. The British plan is exactly the opposite of this. Our British cousins first decide what they want to do, and then appreciate and discuss it, and analyse it, and throw it into politics, and finally, after ten years of deliberation, do it.

We, in our swift, leap-before-you-look fashion, have already created an advertising movement so ambitious and ethical that not one of us realises its magnitude.

We have decided not only that we will tell the truth, and nothing but the truth: we have gone further. We have decided that we will make our bosses—the manufacturers—tell the truth. We have decided that we will make the newspapers and the magazines tell the truth. The wonder is that, in our crusading enthusiasm, we did not go farther still, and decide to make the doctors and lawyers and preachers and politicians tell the truth. No doubt we would have done this, too, if anybody had thought of it. We have certainly made ourselves the official chaperons of "The Truth," so let liars everywhere beware.

In other words, we have bitten off more than we can chew, and in our usual energetic and ungraceful manner we are proceeding to chew it. We are sure to break several teeth in the process and to have considerable gulping and choking and maybe several spasms of voilent indigestion; but, in the end, we will chew what we bit off. Make no mistake about that.

When we Americans merely decide to do a thing we at once get the impression that the thing is done. This is one of our national peculiarities, and, on the whole, it is not such a bad one. It makes us the champion optimists of the world. Also, it makes us quite oblivious of difficulties and obstacles. By reason of this habit of mind, we are led to undertake immense tasks that have daunted the other nations of the world. We are led to jump at such tasks, for instance, as the harmonising of buyer and seller, so that neither one shall try to take advantage of the other.

We have actually gone so far as to say to the seller: "Thou shalt love the buyer as thyself." We have posted up a revised version of the Golden Rule, as though it were a city ordinance and not a

religious ideal: "Whatsoever ye would that the buyer would do unto you, do ye even so unto him."

We have said to the publishers and the manufacturers and ourselves: "Quit your lying." We have suddenly become sick and surfeited with brag and the silly boast that our goods are the best in the world. We have learned, too, that lying is foolish and unprofitable. It doesn't pay. One lie cancels out another, and there is nothing left. Advertising, like finance, is based on confidence and faith. The only way, therefore, to protect and develop this gigantic business of advertising is to base it upon public confidence. If the people do not believe us, what's the use of talking?

To speak specifically, we have in the last three or four years done the following things:—

1. Created a national association of advertising men with nearly eleven thousand members.

2. Created a new type of Convention, more earnest and educational than that of any other business.

3. Established "Truth" on a pedestal in the market-place, where if she is not immedaitely obeyed, she will at least be always in full view.

4. Inaugurated a policy of self-education, by means of data books, lectures, lessons, charts and magazine articles.

Besides this, we have become imbued to quite a considerable degree with the scientific spirit. We are not exactly sure, as yet, that advertising can become scientific and certain. We are not sure that we can eliminate the risk and the uncertainty. We are not sure that we will some day be able to predict the number of women at a bargain sale, just as astronomers can predict the exact nature of an eclipse. But we have gone far enough to turn our faces in the direction of science. We have taken down that barbaric motto, "You Never Can Tell." And we have begun to gather facts and to study them in an almost scientific way.

The truth is that we have just begun to find out our own importance, as the central people of the business world. We have just learned to take ourselves seriously. We have found out that we can make or break a manufacturer. We have realised that it is no small or personal matter to shape the habits of a nation; and we are trying to be worthy of the honour and the responsibility.

This is the Heroic Age of Advertising in the United States; and I believe that we are taking part in a work that is far greater than any of us have ever dared to imagine.—*Advertising World.*

* * *

Commerce is both a fruit and a force of civilization—both a cause and effect. Of the power of commerce in modern times there can be no sort of doubt and in no previous period of the world's history was trade ever so extensive or so profitable.—*Col. Samuel C. Dobbs.*

* * *

The only business it does not pay to advertise is burglary.

MEN AND MEDIA

THE McLeod Advertising Service has joined forces with Ads Limited, Wm. McLeod taking a seat on the board of directors. The offices of the company are located in Manning Chambers, Toronto.

* * *

Truman A. DeWeese, advertising manager of the Shredded Wheat Company, Niagara Falls, spoke recently at a luncheon given in his honor by the 6 Point League, New York city, on Newspaper Publicity.

* * *

Sells Limited, of London, England, with head Canadian office in Montreal, have obtained recognition from the Canadian Press Association.

* * *

Stewart Lyon, of the editorial staff of the Toronto *Globe*, was recently tendered a banquet by his associates at the Ontario Club to mark the 25th anniversary of his joining this well known daily.

Senator Jaffray for the board of directors and J. F. Mackay for the business office, voiced the congratulations of all present.

* * *

For the first time in the history of the London (Eng.) district of the Institution of Journalists at which Mr. Page, the American Ambassador, was chief guest, a woman, Mrs. Carruthers, who is a well known journalist, presided and filled the position with grace and dignity.

The bureau of advertising of the American Newspaper Publishers' Association, of which J. F. Mackay of the *Globe* is chairman, has endeavored to further the mutual interests of North American daily newspapers as a unit on one hand, and of general advertisers on the other.

The work is being carried out on thoroughly co-operative lines and has already proved its usefulness, although of only recent inception.

Many different forms of publicity are utilized, such as window displays, circulars, newspapers advertising, window cards, etc., all making for hearty co-operation between manufacturer and retailer and lower cost to the consumer.

* * *

The News, Birmingham, Ala., has asked for a thorough audit of its circulation to be undertaken by the local Ad Club. Such an independent investigation is sure to be appreciated by advertisers.

* * *

The Annual Toronto Business Show will be held in the new Arena from April 23rd to 29th. The success of this show last year augurs well for the 1914 show in these much more extensive premises. E. M. Wilcox is manager.

* * *

A. Otis Smith has succeeded F. L. Yorke as advertising manager of the Edmonton *Bulletin*. Mr. Smith has had considerable experience on metropolitan dailies in both east and west, and his earnest co-

operation with advertisers in order to secure for them the best possible value from their advertising should further enhance the value of this well known medium.

* * *

The annual conference of the Shredded Wheat Company, Niagara Falls, was held recently at that place and was a highly successful affair. A full muster of directors, salesmen and general staff thoroughly enjoyed the good things provided, and the amusements put on for them.

Such industrial family reunions as this are now recognized as having considerable value by a large number of our leading corporations and they certainly tend to knit together more closely, employer and employee.

* * *

The *Farm and Dairy*, Peterboro, are offering a prize of $1,000 for the best answer to the question, "If you were given a thousand dollars to improve your farm, how would you spend the money?" The winner will be required to use the money to carry out his own plan of improvements.

Full particulars from this enterprising farm weekly can be had at their office in Peterboro.

* * *

One of the features of the forthcoming convention is to be the deciding of *Advertising and Selling's* $1,000 cash prize for that article which will do most to develop both advertising and selling. The official awards committee of the Associated Advertising Clubs and the Advisory Board of Advertising and Selling will pass on the merits of the contributions.

We understand that this valuable prize is open to anyone and as a guide to any intending competitor, it may be stated that a paper along the lines of constructive ideas, experiences and facts would be ideal.

The prize essay will be read at one of the general sessions of the convention.

* * *

The News, Toronto, to emphasize the value of its advertising pages, forwards a well printed booklet containing a number of facsimile letters from local advertisers stating that this medium had been found a profitable one.

This method of bringing the attention of prospective advertisers to the value of their paper as a medium is an excellent one.

* * *

Practical Advertising is the title of a new advertising magazine which reaches us from the Pacific Coast. The purpose of this magazine is to bring about a realization of the value of advertising as an economical selling force, especially with relation to business on the Pacific Coast.

The reading matter is snappy, and instructive, and the general get up very pleasing. Best wishes to our new contemporary.

* * *

A new automobile paper, *The Canadian Motorist*, published under the auspices of the Ontario Motor League, has made its appearance. As each member of this

powerful league becomes *ipso facto* a subscriber, this new paper should have considerable advertising value.

* * *

The Advertising Audit Association is a new body composed of advertisers, advertising agents and publishers, which is now in the course of formation, to enable newspapers and other periodicals, to obtain, at a very low figure, an authentic audit of their books. It is expected that a large body of interested advertising men, both in the States and Canada will be subscribers.

* * *

Hon. W. S. Fielding, who accepted some little time ago the presidency of the Montreal *Telegraph*, has resigned, and has also declined to take the presidency of *The Herald-Telegraph*. It is understood that the reason of his action is because of Sir Hugh Graham's virtual control of this paper and to the difference of opinion between these two gentlemen.

* * *

Sir Hugh Graham has made public that the reason of his acquiring large interests in all the Montreal papers is that he has for some time been anticipating a considerable shortage and rise in price in newspaper stock, and that he considered the best way to get over the difficulty was to amalgamate different interests so that these papers could take the entire output of a large Canadian paper mill at a considerable saving.

* * *

Herbert Casson, of New York, addressed the National Clay Products' Association in Toronto recently on "The Folly of Price Cutting." This was in connection with the annual convention.

* * *

It seems almost certain that a new daily paper will shortly be issued in Ottawa, with Conservative influence. The Conservatives are at present without any morning paper at all. However nothing definite has been made public.

* * *

The Regina *Leader* has forwarded a sample of No. 1 Hard Saskatchewan wheat, in a miniature grain elevator, typical of thousands which the traveler in going through Western Canada easily recognizes as the sign that marks it as a great grain producing country. The wonderful future for which Saskatchewan is destined as a grain producer, may be imagined when it is stated that this year, with only about 10 per cent. of its arable land under cultivation, this province is reported to have produced more wheat than any other province or state in the world.

* * *

At the annual election of the Toronto Press Club the following were the successful candidates: Honorary president, Wm. Banks, sr.; president, Clark Locke, *The World*; first vice-president, John A. MacLaren, *Saturday Night;* secretary, William Wallace, *The Star;* treasurer, Guy Morton, *The Star;* auditors, A. D. Clarke, *The*

EVERYWOMAN'S WORLD

Canada's Greatest Home Magazine

ANNOUNCING INCREASE IN ADVERTISING RATES

For the September, 1914, issue of "E.W.," and thereafter the rate will be 30c. per line, flat.

This will carry a guaranteed, full-price, paid-in-advance circulation exceeding 60,000.

(Subject to further increase on short notice as circulation advances.)

* * *

Advertisers may have the advantage of current low rate of only 20c. per line for one year from April, 1914, issue, by using regular space in at least three issues previous to September to hold the rate.

* * *

All advertising accepted subject to censor to come in harmony with our guarantee to our readers.

Printed on super-calendared book stock taking fine half-tones.

A strictly high-class medium, appealing exclusively to women folks and Canadian homes.

Sold by subscription only—at 50c. a year—no news stand sales—not a copy wasted—every copy getting a royal welcome in a Canadian home.

Circulation analyzed and proved to enquiring advertisers.

Request full particulars from

Chas. C. Tilson

Vice-President and Advertising Manager

Continental Publishing Co., Ltd.

Head Office, TORONTO

United States Office:
12th and Callowhill Sts.
PHILADELPHIA Pa

Special Representatives for United States
Stockwell Special Agency
286 5th Ave., New York
People's Gas Bldg., Chicago

Globe, and Robert Mearns, *The Star*.

* * *

The Canadian Magazine has our congratulations on its twenty-first birthday this month.

In face of keen competition from high-class British and American magazines this is an achievement of which *The Canadian Magazine* is justly proud, and the secret of their success is to be found in the high literary standard that has been maintained from the first number.

Any magazine appealing to the well-to-do and thinking section of the people must have real advertising value, and *The Canadian Magazine* is surely in this category.

* * *

Geo. Reeves, formerly publisher of the Cayuga *Advocate*, has purchased the Renfrew *Journal*, one of the brightest weeklies in Eastern Ontario, and continued success is assured this publication.

* * *

Moose Jaw *Times* forwards a most elegant booklet featuring farm scenes in the West, and views of private residences, business and public buildings of their city.

Accompanying this is reading matter that has real ginger to it, telling of the possibilities of Moose Jaw as a city and of the surrounding district as a farm section.

The enterprise of this worthy publication is to be commended.

Luck may bring in a new customer's first order, but not the second.

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We cordially
invite *YOU*

to visit the first

International Advertising Exhibition

Holland Park Hall, London, England

April 27th to May 2nd, 1914

EXPORTERS and Advertisers from every part of Europe will visit this Exhibition for the purpose of investigating the markets for their goods in every part of the world. From every civilized country the leading publishers, advertising and distributing agents, billboard and street-car advertising contractors and sellers of every description of advertising space, service and material, will demonstrate their power to create sales in their country.

THE Canadian section promises to be very strong. Publishers and agents who have not already arranged for representation should do so without delay. A special representation of the promoters will be at the New York office until February 28th, after which date particulars can be obtained from the London Office.

THE Exhibition is being promoted by **The Advertising World,** the only independent British Advertising Magazine. This publication has for the past 6 months been engaged in creating more European advertisers for Canada. Subscription rates 3 dollars per annum post free from London office only.

FURTHER PARTICULARS FROM

Head Office:
Sardinia House
King's Way, W.C.
LONDON, Eng.

New York Office:
2102 Flatiron Bldg.
Fifth Avenue

THE CHANGING TIMES

Rural Mail Delivery and "The Flying Post," take to-day's GLOBE to-day to thousands upon thousands of Ontario farmers — the advertisers' best prospect.

The Globe

has discontinued the "Weekly Globe and Canada Farmer," but has added two pages to each Wednesday issue dealing with "Farm and Country Life."

The Agriculturist must to-day follow his market reports as closely as the Financier follows "the tape."

4,000 circulation increase since December, 1913.

Sworn circulation to-day over 65,000—**largest morning circulation in Canada.**

Why not carry a regular forceful message to this progressive and prosperous class in the columns of

The Globe, Toronto
Canada's National Newspaper

Vol. 7 MARCH—1914 No. 3

Economic Advertising

The Official Organ of The Toronto Ad Club

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MONTH AFTER MONTH, year after year, THE TORONTO DAILY STAR has a larger circulation in an equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more display advertising six days a week; sells its space at less price per thousand of circulation, than any other newspaper in Ontario.

Therefore, The

Toronto Daily Star

is Toronto's Greatest Advertising Medium

Sworn Net Daily Average Circulation

85,850

UNITED STATES REPRESENTATIVES

New York - CHAS. H. EDDY - - Metropolitan Bldg.
Chicago - - EDDY & VIRTUE - People's Gas Bldg.
Boston - - C. H. EDDY - - - Old South Bldg.

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 7. Toronto, March, 1914 No. 3

STRAIGHT TALKS

QUIET, CONTINUOUS PUBLICITY COUNTS

ONE of the best known examples of the success of quiet, dignified and continuous advertising, applied to existing conditions in all parts of the world, is undoubtedly the advertising of Beecham's Pills.

And the views Sir Joseph Beecham, the proprietor, expressed recently on the subject of what constituted successful advertising are so exactly in accord with our own ideas of good publicity, and are so concisely worded that no apology is needed for summarising them.

Advertise day in and day out. Quiet, continuous publicity is what counts—not a big splash and then silence.

"Once I make a contract with a newspaper," said Sir Joseph, "that contract is perpetual, except in case the paper loses its standing, when my advertising comes out."

Exaggeration has no place in the best kind of advertising. The most desirable purchasers are no longer attracted by brass band methods of display, nor do they respond to a glorified conglomeration of superlatives.

That day has passed. People are becoming more intelligent all the time, and such methods are resented—they have become distasteful.

The absolute truth told on every occasion alone can win out. If the truth is told, there is no possibility of disappointment. One

The Automobile Test

The "Automobile Test," as applied to newspaper circulation, means ascertaining by census, or otherwise, the preferences of automobile owners for various newspapers, on the principle that the journal read by the majority of owners in a community, must be the most desirable medium for an advertising campaign directed at the well-to-do classes of which automobile users are distinctly representative.

The second annual census of automobile owners in Montreal, upholds the strong position of THE MONTREAL DAILY STAR revealed in the last census, and furnishes much interesting data concerning the automobile and the newspaper situation in Montreal.

The returns from the census have been carefully tabulated and published in the AUTOMOBILE BLUE BOOK of MONTREAL, which also includes full particulars regarding the occupations of owners, types of cars, prices, models, horse power, commercial vehicles, motor cycles, tires, etc., as well as the names of all owners. The following extracts are interesting:

1. 99.9 *per cent. of the English owners and* 73.6 *per cent. of the French owners of motor cars in Montreal read the Star.*

2. 28.9 *per cent. of the English owners read one of the four other English daily newspapers, as well as the Star; 21.6 per cent. read two others, as well the the Star;* 9.1 *per cent. read three others, as well as the Star.*

3. *The Star's circulation among French automobile owners is only exceeded by one French paper.*

A complimentary copy of the *Automobile Blue Book of Montreal* will be mailed to any advertiser interested in the field covered by the Montreal Star. Address,

ADVERTISING MANAGER

The Montreal Daily Star

Canada's Greatest Newspaper

dissatisfied customer will do the advertiser infinitely more harm than twenty satisfied ones will do him good.

Only a good article can stand advertising. An inferior one may apparently enjoy temporary prosperity if well advertised, but it is bound to be a money loser in the long run.

The advertiser's relation to the public should be that of guide and counsellor and he cannot afford for a moment to give wrong directions. Where the public once looked on an advertisement with suspicion, as something sugar-coated with adjectives for deception, people now know it is safest and most profitable to buy advertised goods.

Then, too, advertised articles were the cheapest, for despite the enormous amounts expended annually on publicity, the greatly-increased volume of business done has minimised the cost of production.

The "just as good" article has no chance to survive alongside the advertised article. The former is an imposter and shuns the spotlight of publicity.

Confidence is the basis of all successful trading, and the advertiser's chief aim must be to get the people's confidence, and then never to violate that confidence.

The person who does not buy advertised articles does not exist —he may say that he does not purchase advertised goods, but such a statement is an untruth and a confession of ignorance. Advertising influence is universal.

The wonderful success of Beecham's advertising is well known, and these leading golden rules have been ever prominent in their publicity work.

There is no new theory involved in them. Just hard common sense and a real exemplification of the square deal. But they have had everything to do with the uplift of advertising and are responsible for its wonderful advancement of recent years.

WORTHY OF HIS HIRE!

ONE of our subscribers in a letter recently received, draws attention to the very meagre remuneration attaching to a number of advertising positions, a state of affairs which certainly has a tendency to preclude the best men from service in the advertising field.

One has only to glance at the advertisements for copy writers and solicitors where the salary offered is too often barely sufficient to keep body and soul alive, to realise that salesmanship by means of the written word is not, even to-day, too profitable a means of livelihood.

In a recent announcement of an Ontario town, the magnificent

Newspaper Advertising

is the thing ; it can build up your business as it has others. Try the columns of the

Times

for results. Goes into the homes.

TIMES PRINTING COMPANY LIMITED
HAMILTON, ONT.

We should like to do your Printing. We are certain we can please you.

OUR PERFECT PRINTING PLATES LEASE PARTICULAR PRINTERS

CENTRAL PRESS AGENCY, LIMITED - F. DIVER, MGR.

ELECTROTYPERS AND STEREOTYPERS

70-76 PEARL STREET, TORONTO.

wage of $600 per year was offered to a man who would be required to do about seventy odd jobs, and even in our worthy contemporary, *Printers' Ink*, the rate of pay offered to men who are required to have the highest qualifications is woefully inadequate.

Here are some of the qualifications required for twenty dollar a week jobs: Write forceful, human interest letters. University graduate preferred. Knowledge of principles of accounting, advertising, selling, economics, organization, management and other business subjects.

There is just one comforting paragraph, however, "The salary will grow with the man."

If a man is a successful copy writer—a man who can produce stuff that will bring in inquiries and actually sell goods—or a solicitor or salesman who has made good, the above figure per week is a joke.

And equally so if a man is not worth a whole lot more than twenty dollars a week, the employing firm is likely to be having an automaton and not a human machine with brains and ideas.

Especially in the advertising business, a cheap man is likely to be dear at any price.

DECENT OR INDECENT

'MID all the talk re cleansing the advertising columns of the press and the magazines, have the editors of the daily press, to say nothing of the editors of the popular magazines, done their share in the uplift of advertising? We think not!

There is still too much of the "sensational"—the murder, the rape, the "down-under" stuff—in the columns of the daily press to go along side good clean advertising; and many magazines—luckily for our criticism Canadian magazines are by far the least offenders—who obtain their circulation by publishing all that is sordid and bestial in life, will, in short measure, realize the Darwinian theory of the "survival of the fittest."

We haven't time in modern day civilization to pay more than a passing glance to the problem play—the "double entendre" of the up-to-date novel.

It is not nice to be reminded that human passions "will out," although some may claim that the lessons to be derived from the human passion let loose will prove the finest deterrent to others of the sex from taking a similar lapse from virtue.

Figures show conclusively that the magazine press has lost considerably in advertising revenue in the past few years, and the logical answer is that their pandering to the more vicious tastes of "Hoi Polloi" has estranged them from their solid and regular subscribers.

Our editorial, frankly, is inspired by a recent contribution to

DON'T OVERLOOK THE NIAGARA PENINSULA

In planning the Spring advertising campaign, you naturally wish to sow your seed in good soil.

The St. Catharines Standard

Daily average circulation now exceeds 5,500.

The largest paper in the Niagara Peninsula east of Hamilton; covers the city of St. Catharines, the adjacent towns and villages, and the surrounding country.

The manufacturers, the fruit growers, and the artizans of this district, are people with large purchasing power, and they may all be reached through the advertising columns of The Standard.

Write for rates and sworn circulation statement.

THE STANDARD PRINTING CO.
ST. CATHARINES, ONT.

THE ST. THOMAS Daily TIMES Weekly

OF ST. THOMAS, ONT.

CIRCULATION

Evening Edition, Net Daily Average for 1913 . . . 5,331

Weekly Edition, Net Average per Issue, 1913 . . 1,600

These are **NET FIGURES** and those on record with **THE GILT EDGE NEWSPAPERS** of which The Times is a member.

SHREWD ADVERTISERS

who desire to reach a majority of the people **USE THE TIMES.**

It has the circulation, is the popular paper and for results has no equal. Rate card, circulation report, and sample copies mailed promptly on request.

The Times Printing Co. of St. Thomas, Limited

L. H. Dingman, Managing Director

The Stratford Herald

Handsome in Typography — the Pacer in News, in Methods, and General Features, in its broad, fertile field.

LATEST NET CIRCULATION

Daily Average, Calendar Year 1913 3,122

Daily Average, Last Quarter of 1913 3,766

Daily Average, January and February, 1914 . . . 3,726

Weekly Average, Calendar Year 1913 2,232

IN GOOD COMPANY

The Herald has just joined Advertising Audit Association, composed of general advertisers, agencies and newspapers, to audit circulations annually. Also member of Gilt Edge Newspapers, A.N.P.A. Bureau of Advertisers, &c.

As a Worth While Newspaper, it is willing to be tested.

The Stratford Herald Printing Co., Limited

W. S. Dingman, President

advertising literature by Seth Brown, the well known publisher of *Standard Advertising*.

In speaking of the steady decline in the total volume of standard magazine circulation and advertising appropriations, he says in part:—

"There will be a re-adjustment of standard magazines and as advertisers become more familiar with the tricks of indecent circulation building they will accord less consideration to publications which prostitute the function of the standard magazine.

"To the extent that each one avoids the pitfalls of sensation and filth, and holds its aim steadily to the peculiar service which can best be accomplished by a monthly, will it continue to grow with advertisers, and that portion of the reading public which offers profitable advertising returns."

We are absolutely in line with these sentiments. Compared with the "yellow" magazine journalism of the States, the Canadian magazines have very much to be proud of. Let them keep up the good work.

But the remarkable circulation of American magazines in Canada is sufficient warranty for these few words of protest.

ON TO TORONTO

EVERY evidence at this date, a little over three months ahead of the opening of the great convention of the Associated Advertising Clubs in Toronto next June, points to a record attendance.

Never before have the possibilities for a big convention been so adequate and convenient as they are in Toronto, and every one of our American cousins and foreign visitors will be astonished at the wonderful facilities enjoyed at Exhibition Park, where the whole of the business sessions will be held.

Here there are large, modern and fireproof buildings galore, all at the service of the convention, and it will be the simplest thing in the world for any delegate, by walking a short block, to be in touch with the particular departmental session or exhibit that interests him most.

There is nothing in the whole world to compare with the Toronto Annual Exhibition. It is a thing apart. Dallas is justly proud of their annual fair. Waco boosted its cotton fair as the one big thing on earth. But we rather conservative northerners "held our counsel" at that time, but, believe me, when the delegates see our buildings, our location, and our facilities making for ease and expediency at the big Toronto Fair Grounds, they will go back with the idea that every good thing is not grown, nourished and matured in the U. S.

LETTER No. 2—FROM SATISFIED ADVERTISERS

Toronto's Largest Ready-Made Clothing Store Highly Pleased with "The Toronto News"

Oak Hall, Clothiers

Toronto June 10/13

To The Advertising Mgr. News
Toronto

Dear Sir;

I must Congratulate you upon the splendid Paper that you are running now, and the high standard that your Compositors have attained in the art of "dressing an ad". I am getting splendid results from your Paper and I sincerely hope that the Present Management will Continue for many Moons and Suns.

With all good wishes

I am Sincerely Yours

Manager Oak Hall, Clothiers J. G. Coombes

LETTER No. 3 will appear next month.

This is written in no spirit of carping criticism. But while, through ignorance or ill-advice, Canada is still regarded by many in the States as a land of barren wastes and unprogressive merchants, the preparations made for the incoming delegates and the unique facilities they will enjoy at convention time will do more than anything else to dispel these fallacies.

A most gratifying feature is the response to date from foreign countries.

As is fitting, the United Kingdom is sending a remarkably strong delegation—strong not only numerically but intensely weighty in the calibre of men who are coming.

Wareham Smith, the little man with the big job (he is director of publicity for all the Northcliffe publications) is perhaps the star liner, but from Germany, France, Austria, South America and other countries many other leading lights in the advertising firmament will be on hand.

There is one thing needful, and that is the fullest possible attendance of Canadian advertising men.

It would be a crying shame to Canada and to Canadian advertising clubs if every business centre did not have a noteworthy representation.

Plan your holidays, brothers, to make Toronto the week of June 21—and don't forget to bring your women folk along. We can look after all of you, and promise you the time of your lives.

And, in the same breath, don't forget to write genial Elmer Phipps, chairman of the hotel committee, and make your reserves early.

ON TO TORONTO!

YOU DON'T "OWN" ANY BUSINESS

BUSINESS simply means supplying human wants, and should be securely anchored in reciprocity and co-operation. Only a few years ago competition was called the "life" of trade, and by competition was meant that the other fellow was inconsiderate enough to attract the trade which "belonged" to you, because he wouldn't concede that it belonged to you, and you could not convince him of it. Apportioning trade by casting lots, or getting it through manufacturers' designation was unfair competition, and soon became synonymous with stealthy treatment, suspicious methods of double dealings and led to nothing but friction—or possibly nervous prostration, if you were the one around whom the net was being too tightly drawn. Success under these conditions was a mockery, because it merely focused a jealous and uncontrolled attack upon you, and upon others—many of whom were weak and small. This sustained condition furnished the basis for the great

A YEAR'S GROWTH IN CIRCULATION

AN ANALYTICAL COMPARISON OF THE WINNIPEG FREE PRESS CIRCULATION FOR 1913 OVER THAT OF 1912

PAID CIRCULATION—	1913	1912	Gain	Loss
City and Suburban Subscribers	32,209	28,044	4,165	...
City Newsdealers	1,843	1,578	265	...
City Newsboys and Counter Sales	2,932	2,721	211	...
Mail Subscribers	16,861	16,898	...	37
Newsdealers Outside City	9,050	8,452	598	...
News Agents on Trains	718	819	...	101
Special Orders	46	95	...	49
UNPAID CIRCULATION—				
City Complimentary and Exchanges	337	216	121	...
Carriers and Delivery Service	745	627	118	...
Employees and Office Counter	638	594	44	...
Outside Complimentary and Exchanges	792	916	...	124
Advertisers Outside City	586	631	...	45
TOTAL CIRCULATION	66,757	61,591		

TOTAL NET GAIN 5,166

The close student of circulation will find three outstanding features in the above report:

A circulation gain for 1912 of 5,166 copies.

A gain of 5,052 or 98 per cent. of the total gain in paid circulation.

A gain of 4,167 in the copies delivered directly into Winnipeg homes by our own carriers.

The FREE PRESS looks forward to a big general increase in national advertising for 1914, and with its improved equipment and service, coupled with a substantial gain in the right sort of circulation, confidently expects to receive its full share of every carefully planned appropriation.

The Winnipeg Free Press

is represented in Eastern Canada by every recognized agency, and by

EDGAR J. GUY,
Canada Life Building, Toronto

business combinations which soon followed. To-day, the business world is changing from a competitive to a co-operative basis.—*The Hardware Review.*

THE FORD LARGESSE

THE decision of Henry Ford, of Detroit, to make the minimum wage of every one of his adult workers five dollars a day, is easily the most remarkable thing in modern merchandising.

It is only natural, owing to the fact that the idea is so novel, that it must have engendered a lot of adverse criticism, and it has, we understand, been condemned as a radically unsound principle, and as tending to destroy labor conditions in general.

Another argument put forward, and one which on the face of it sounds feasible enough, is to the effect that as the Ford Company's profits were so large that they did not know what to do with the money, that they should have been applied in part at least, to a reduction in cost to the consumer, while at the same time giving the employee a fair quid pro quo for the work he produced.

To us it seems an absurdity that a twelve-dollar-a-week clerk, by reason of his age and inexperience, who is worth in the market this and no more, should be placed financially on the same standing as a five-dollar-a-day mechanic, who is worth thirty dollars a week and no more.

The greatest danger, to us, seems to be that Mr. Ford's action is likely to bring an army of workmen, skilled and unskilled to Detroit, with a hope of participating in his largesse, and such a condition of affairs could not be anything but unfortunate, because the Ford Motor works, big as they are, could not possibly begin to take on an indefinite army of unemployed.

Of course the advertising value of this remarkable move is immense, and the free publicity already obtained, if paid for a line space would run into thousands of dollars. The success, or otherwise, of the experiment will be awaited by our readers with the very greatest interest.

YOUR OWN PAPER

Most live wires in the Canadian Advertising Field are already on our books as regular subscribers. Maybe you have omitted to forward your dollar, and that is the reason

ECONOMIC ADVERTISING

the Canadian "Printers' Ink," is not reaching you.

Obey the impulse and pin that dollar bill to your letter paper **TO-DAY.**

ECONOMIC ADVERTISING, MAIL BUILDING, TORONTO

Calgary Now Has Three Railroads

The C. N. R. and G. T. P. commenced operating trains out of Calgary the end of last month.

These roads open up a vast rich country which will draw upon Calgary for supplies. Towns are springing up daily, all of which in building will be big buyers.

THE CALGARY HERALD covers this new territory as well as southern and central Alberta, more thoroughly and at a less cost than any other medium.

IF YOU ARE LOOKING FOR RESULTS,
ADVERTISE IN THE HERALD NOW

The Herald Publishing Co., Limited

Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

DAILY 3,003

SWORN AVERAGE CIRCULATION FOR 1913

WEEKLY 4,931

The Mercury and Advertiser

Established 1844

THE EVENING MERCURY and ADVERTISER went into 80½ per cent. of the Guelph homes every day on an average for 1913. This edition is by long odds the most effective advertising medium by which to reach Guelph citizens.

THE WEEKLY MERCURY and ADVERTISER has a compact circulation, confined principally to the county of Wellington and surrounding counties.

BOTH OF THESE PUBLICATIONS ARE BUSINESS GETTERS. AN ADVERTISEMENT IN THE MERCURY IS WORTH WHILE.

WEEKLY $1 PER YEAR IN ADVANCE

Advertising Rate Card and Detailed Circulation Statement Furnished on Application.

DAILY $4 PER YEAR 2c. PER COPY

ADVERTISING MISSIONS

By D. M. Rose

FOLLOWING the recent County Conference of the Laymen's Missionary Movement in Peterboro, (at the evening meeting of which 825 men were present), the local committee carried out a striking piece of aggressive advertising of missionary facts. For six days preceding the simultaneous Every-Member Canvass, November 30th to December 1st, a half-page advertisement was published in the *Evening Examiner*. The purpose of these advertisements was to prepare the community for the canvass, by giving definite information regarding the progress of missionary work in all the world, and thus effectually to combat the many current objections to the work. Each evening of the week an array of telling facts, quotations of the opinions of leading public men, statesmen, soldiers, and others, answers to definite objections, etc., were published. The main topics discussed in these advertisements were—(1) *Why spend money on missions, when the money is needed at home. Both sides of the Missionary Movement, what do you think of them?* (2) *How much of the money given for Missions ever reaches the Foreign Field?* This "ad." was illustrated with charts showing the expenditures of two of our Canadian missionary societies. (3) *What good has been done by the money spent on Missions?* Notes of progress from the world field. (4) *What about City Slums and the White Slave Traffic?* —half a page, telling in a pointed way, what is being done to grapple with these evils, and the part the Church is playing in fighting them. Convincing items were given in this advertisement, illustrating the Christian Church in Canada at

TANKS FOR EVERY PURPOSE
Fig. 1
Fig. 2
We are proud of our well-deserved reputation as makers of high-grade tanks for every purpose. May we quote on your requirements for sheet steel or galvanized tanks? They have taken the place of the leaky and unsanitary wooden tank.
ROUND GALVANIZED STOCK TANKS (Fig. 1). Added strength assured by beads instead of hoops No place for dirt to accumulate. In a variety of sizes or to your order.
BARN TANKS OR CISTERNS (Fig. 2). Made from heavily imported galvanized steel. Absolutely water-tight. Thoroughly riveted and soldered. Finished with heavy angle iron, greatly adding to strength.
Fig. 3
WAGON WATER TANKS (Fig. 3). Cover supported with angle steel. Fitted with man hole and outlet. Strong bulk heads.
MILK COOLING TANKS (Fig. 4). Cools milk rapidly and keeps it at proper temperature. Clean, sanitary and durable. A real convenience to the Dairyman.
GASOLINE TANKS (Fig. 5). For underground storage. A first-class tank that will not rust. Thoroughly riveted and soldered.
We sell the best Self-Measuring Pump on the Market
There are only a few of our many tanks. Let us know your requirements.
The Steel Trough & Machine Co. Ltd.
24 James St., Tweed, Ont.
Fig. 4
Fig. 5
Write for Catalogue

An excellent combination ad with articles well-displayed

work among our immigrant citizens. (5) *Heathen Millions Awakening to a New Era. Shall we meet them with Dreadnoughts or with Bibles?*—a strong half page on the surging movements of the Far East. (6) *Is it possible to Evange-*

No paper in Western Ontario has the confidence of its readers to a greater degree than

The Hamilton Spectator

and its rates are low—quantity and quality considered. Some of the large local advertisers use it exclusively. Foreign advertisers will find them wise guides to follow.

Your spring campaign

Covers Montreal effectively if it includes

The Gazette

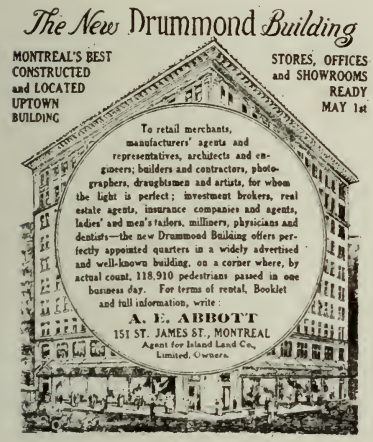
The high-class morning newspaper, commanding double the price of any other Montreal paper, THE GAZETTE will carry your message direct to the well-to-do families, the people worth while.

Eighty-five per cent. of THE GAZETTE'S circulation is in Montreal and its suburbs.

THE GAZETTE PRINTING COMPANY, LIMITED
MONTREAL

lize the World in this Generation? message intended specially for professing Christians.

This is the first newspaper ad-


The New Drummond Building
MONTREAL'S BEST CONSTRUCTED and LOCATED UPTOWN BUILDING
STORES, OFFICES and SHOWROOMS READY MAY 1st
To retail merchants, manufacturers' agents and representatives, architects and engineers; builders and contractors, photographers, draughtsmen and artists, for whom the light is perfect; investment brokers, real estate agents, insurance companies and agents, ladies' and men's tailors, milliners, physicians and dentists—the new Drummond Building offers perfectly appointed quarters in a widely advertised and well-known building, on a corner where, by actual count, 118,910 pedestrians passed in one business day. For terms of rental, Booklet and full information, write:
A. E. ABBOTT
151 ST. JAMES ST., MONTREAL
Agent for Island Land Co., Limited, Owners.

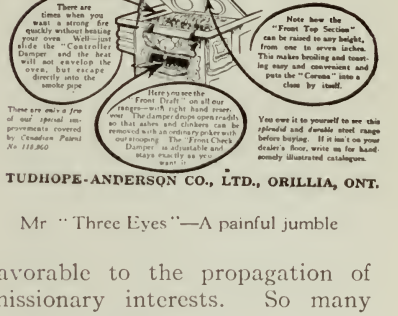
Not new, but striking

vertising for missions that has come under our notice. It was effective in presenting the *facts* to thousands of people who could never be reached by any conference or convention. It is work which ought to be duplicated in every town throughout Canada.

Everywhere we are faced with hoardings and bill-boards which proclaim in confident terms the excellence of somebody's products, —from diamonds and motor cars to soap and shoe polish. At almost untold expense, with wonderful ingenuity, business firms advertise, advertise consistently and persistently. Without this, business in the twentieth century is an impossibility.

The largest, most enduring and important business in the world, that which is dependent upon the interest, enthusiasm and continued support of the rank and file,—missions,—this business has never carried out any "publicity" campaign. The rumors, fallacies, and mis-statements regarding missions which are current, create distrust in and antagonism to the cause.

It is time that laymen began to trace mis-statements to their source, and that the true facts were presented to all the world, to the "man on the street" as well as to the "man in the pew." A vigorous campaign of newspaper advertising would do much to dispel prejudice and create an atmosphere


A Range You've Been Looking For—The
"Peerless Corona"
The three features shown in the illustration explain the name thoroughly—they lift the "Corona" into the "Peerless" class.
There are times when you want a strong fire quickly without heating your oven. Well—just slide the "Controller Damper" and the heat will not envelop the oven, but escape directly into the smoke pipe
Note how the "Front Top Section" can be raised to any height, from one to seven inches. This makes broiling and toasting easy and convenient and puts the "Corona" into a class by itself.
Here you see the Front Draft on all our ranges—with right hand over. The damper drops open readily, so that ashes and clinkers can be removed with an ordinary poker with out stooping. The "Front Check" Damper is adjustable and stays exactly as you want it.
You owe it to yourself to see this splendid and durable steel range before buying. If it isn't on your dealer's floor, write us for handsomely illustrated catalogues.
TUDHOPE-ANDERSON CO., LTD., ORILLIA, ONT.

Mr "Three Eyes"—A painful jumble

favorable to the propagation of missionary interests. So many minor interests compete in such striking ways for our attention and enthusiasm, that it is time the Christian Church stepped into the arena, in a way strong and compelling. Hitherto we have been shy of advertising. The "ads." mentioned above prove conclusively that newspaper publicity for missions can be done in a manner sane and dignified.—*The Mission World.*

THE HERALD

HAMILTON'S LEADING NEWSPAPER

ESTABLISHED 1889

THE recognized advertising medium of Hamilton—famous for results.

The acknowledged people's paper, making it the real connecting link between buyer and seller.

Covers the largest City field of the purchasing public.

A Newspaper of power, character and influence.

In Hamilton the HERALD is a tower of strength.

The Herald IS A NEWSPAPER, not AN ORGAN.

Rates on application.

The Herald Printing Co. of Hamilton, Limited

PUBLISHERS

Hamilton, Ontario, Canada

Get in on the Ground Floor

The potential development of British Columbia reads like a Fairy Tale.

Fisheries, coal, gold, copper, lumber and a host of other industries still in their infancy.

Make the most of the opportunity.

The Vancouver Sun

will bring your wares before a prosperous and enterprising people in the most forceful manner possible.

Use its columns liberally. It will pay you well.

Rates moderate now, but sure to advance.

Circulation Paid, 23,423 (absolutely guaranteed) and still growing.

You can't cover Vancouver and the wonderful B. C. country unless you use "THE SUN."

Ask any Agency for rates.

THE BURRARD PUBLISHING CO. Limited

VANCOUVER, B.C.

Eastern Representative :

EDGAR J. GUY, Canada Life Bldg., Toronto

WHAT'S DOING AT THE AD CLUBS

EDMONTON

Two hundred men and women representing the Edmonton Club are booked to visit Toronto for the forthcoming convention. They will travel via Winnipeg, St. Paul, and Chicago, headed by W. J. Magrath, president. Well done, Edmonton!

* * *

A novel battle of wits took place at the club luncheon on February 12th, when a full half hour was devoted to three minute speeches from the members. Ten men in all being heard and some very favorable suggestions for the betterment of advertising and club usefulness were made.

* * *

February 19th, W. F. Bredin, one of the old time pioneers of the North Country spoke, and gave some interesting statistics of the wonderful possibilities of that part of Canada, emphasizing its fertility and mineral and oil resources. Chairmen of the different branches of different activities were elected as follows: Ad Club department, W. A. Riggs; publicity and industrial, J. Ramsey; press exchange, John Blue; city beautiful department, Judge J. G. Tipton.

* * *

TORONTO

Chas. B. Thomas, of The Ivan B. Nordhein Co., of Buffalo, N.Y., talked at the weekly luncheon on February 10th, on "Poster Advertising," and made an especially strong plea for this form of publicity. He maintained that poster advertising was unadulterated publicity, and was the most sincere form of publicity known. The history of advertising from the very earliest days, when writing on the walls was the only channel for publicity, was sketched at length, and much credit was given to the work of the national association in the improvement of the poster plants in both Canada and the States.

The national association, he claimed, protects the advertiser, inasmuch as the latter has a real guarantee that his paper will be kept in good condition, in the position contracted for, during the full period of the contract.

Reference was made to the educational campaign recently carried on, and to the remarkable "Nativity" poster, which appeared last Christmas. This is to be followed by a further poster, gotten out entirely at the expense of the Poster Advertising Association, dealing with the life of President Grant, and aimed to be an incentive to the youth of the country.

The poster advertisers had no quarrels with other media—all were good. It is not what is read but what is remembered that counts, and emphasis was laid on the fact that poster advertising was the best medium to hammer home brands, names and trade marks. All advertising beyond the distribution area was wasted, and poster advertising in this respect was very flexible and eliminated

Get the Dealer Interested in Your Product

Our trade publications reach the dealers in the various trades covered with certainty and regularity.

READY-TO WEAR
MEN'S WEAR
DRY GOODS RECORD
SHOE AND LEATHER JOURNAL
FURNITURE JOURNAL
BAKER AND CONFECTIONER
PAINTER AND DECORATOR

Sample Copies ond Advertising Rates furnished on request,

Acton Publishing Co., Limited

1229 Queen St. West, Toronto

MONTREAL
13 Coristine Bldg.

NEW YORK
5 Beekman St.

wastes. With posters you can concentrate. The more circulation you can get the better chance you have of winning out.

Everybody sees the posters. Color in advertising is a big factor, and the poster leads in this respect.

Posters had reached their present commanding position because they spoke in all languages. Poster

Bold use of white space

boards were the art galleries of the masses. The speaker gave a number of hints with regard to the best methods of starting a poster campaign.

The talk was illustrated by a number of slides—Adam Smith operating the lantern with his well known efficiency.

* * *

Tim Thrift, one of the biggest advertising men on the American continent, and advertising manager of the American Multigraph Sales Co., was the guest of honor at the monthly dinner on February 16th when he spoke on "Gingering up the Sales Force."

The various methods by which he had been successful in keeping up the enthusiasm and energy of his sales force were thoroughly appreciated by the large audience present, and went home all the more because the facts which he gave were built on actual personal experiences.

Details were given of the contests gotten up from time to time, and of the good results accruing from them. The salesmanager the speaker maintained, who plays upon the natural boy nature in every man, gets the highest degree of efficiency from his staff. Particulars were given of how pledges were received from the sales force and how they had been beneficial.

The spirit of keen rivalry was a most valuable thing to instil into any firm's salesmen. The lecture was illustrated by a large number of slides illustrating the different contests and the way in which the firm's house organ, the *Ginger Jar* was used to keep in touch with the whole of the firm's employees.

* * *

On February 24th at the weekly luncheon, Dr. G. G. Nasmith, doctor of laboratories of the health department of the city of Toronto, spoke on "Safeguarding the Public Health."

Few of the members had any adequate idea of the amount of work entailed in looking after the health of a big city. The health of a community depends on just two factors,—the amount of precaution taken by individuals, and the precautions taken by the municipality.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union

Hamilton, Canada

Northern Ontario purchases annually over $20,000,000 worth of goods.

This statement was recently made by a prominent member of the Toronto Board of Trade.

Northern Ontario is a field you ought to cultivate. Population is rapidly increasing. The little things of to-day mean commercial successes of the future.

The Daily Nugget

Northern Ontario's only daily newspaper—offers a solution to the problems of increasing sales. It circulates among a class of people who buy guaranteed quality goods and are willing to pay a price insuring satisfaction.

We are issuing shortly a comprehensive illustrated edition, illustrating the commercial progress of Northern Ontario. This edition of over forty pages will demonstrate that this district possesses valuable assets aside from mining. Copy of this number will be sent you free upon request.

The Cobalt Daily Nugget

Limited

COBALT :: ONT.

The milk supply, the water supply and contagious diseases, were three things to which the greatest amount of attention was given, and the present state of efficiency has been arrived at by dividing the health department into a large number of branches. Interesting details were given of the filteration plant and particulars of the very thorough analysis of the milk supply and the drastic measures taken to obviate the selling of impure or diluted milk.

* * *

A. B. Farmer's talk on the "History of Wages" at the weekly luncheon on March 3rd was a most entertaining and instructive one, though its relation to any particular phase of advertising would be somewhat hard to find.

There were just four ways of making a living, claimed the speaker—you may steal, beg, get money by gift, or earn it. The first two brought inevitable consequences of a painful and degrading nature, the third only occurred to a small section of the community, so that things were narrowed down to the question of getting a living by doing an equivalent amount of work.

And there were many considerations which made it hard or easy to earn money.

The unskilled labourer could never expect the same wages of the skilled carpenter, whose apprenticeship to his trade represented real money expended, and the carpenter could not expect the same remuneration as the college professor, doctor or lawyer, on on whose education a large amount had been spent.

The value which any worker could command was represented by the individual labour performed, less the amount of superintendence required in the performance of that task.

Wages in every case represented the value received for the amount of labor and skill performed in any particular work.

And the value of the work depended entirely on the demand and supply for that labour.

The history of the working classes in England was graphically displayed by means of charts, and the reasons for the remarkable fluctuation during these centuries was fully explained.

It was just a case of demand and supply, and convincing facts and figures backed by a number of historical facts amply bore out the speaker's arguments.

Mr. Farmer's lucid address was very well received.

* * *

REGINA

An early effort will be made at this point to resuscitate the local club which has been dead for some time, and a number of prominent business men have already been interested in the project. In a thriving centre like Regina it is difficult to believe that the Ad Club movement has made so little way, but once started again, will doubtless flourish as in every other centre in the West. Our best wishes are naturally with the movement.

CONTINUAL GROWTH

Average Daily Circulation for 1912 - - 11,191
Average Daily Circulation for 1913 - - 15,437
Increase - - - - 4,246 copies

This splendid increase in circulation will result in larger returns for the Advertisers now using our columns and should induce every manufacturer and wholesaler now developing an Alberta Field through this medium to arrange at once for their Spring Advertising Campaign.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL

(Branch Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
J. McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

There is only one way to cover Essex County (70,000 population)—by

The Windsor Record

Daily—10 to 16 pages
Weekly—16 pages
Combined Circulation 10,000

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

Our worthy friend Carl Schmidt, of McCutcheon Bros., has put over some notable advertising stunts in the last few years and the one reproduced entitled

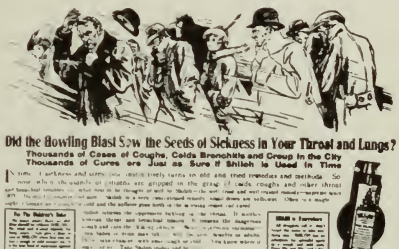
"Crowding out the Stringency" is very well conceived and executed.

It shows at a glance how several of the different sources of revenue in Canada have prospered during 1913, and tells the tale at a glance of how this Dominion wide prosperity is crowding out financial stringency.

This advertisement, although not connecting up directly with the article this firm have for sale, puts the reader in a receptive frame of mind, and will tend to make him favorable to the real estate proposition to follow.

* * *

A few months ago I had occasion in these columns to note a very excellent ad of the Shiloh Cough Remedy, and the one reproduced is in no degree its inferior. The very excellent drawing of a stormy day is very human. And for this reason alone deserves a place in the Captious Critic's columns. There is not a face or a figure in the whole bunch but what lets you know right away that these people are up against "some weather" and then the good caption, "Did the howling blast sow the seed of sickness in your throat and lungs?" just cinches the argument so forcefully brought out in the illustration. The copy is merely ordinary and there is one phrase at least used, which exceeds the bounds of good taste—"cuts the choking phlegm." It may be all right to mention "phlegm" in a cough cure ad, but there are many things that the human flesh is heir to which are "tabooed" in ordinary conversation.


Did the Howling Blast Sow the Seeds of Sickness in Your Throat and Lungs?
Thousands of Cases of Coughs, Colds Bronchitis and Croup in the City
Thousands of Cures are Just as Sure if Shiloh is Used in Time
SHILOH—the Supreme Remedy for Coughs and Colds—Without a Rival Since 1870

* * *

The figures $50.00 per foot and upwards in the Dovercourt Land ad reproduced, would certainly give you the idea that the whole of the property was situated nearer the city than is the case, and I should imagine that the "one minute from the car line" lots would carry a much higher price

More Truth

"FROM Ideas to Income describes in brief the change which has come over the world of periodical publication in the last fifty years. Fifty years ago the motive power back of a publishing enterprise was some sacred cause which was to be furthered—some system of ideas which was thought by the promoters to be essential to human welfare. To-day the animating force is almost entirely commercial, and success is measured by lines of advertising."

* * *

"We advertising agents are deeply immersed in the commercial end of publishing. 'Where can I spend my clients' money with the best commercial result?' is the one question we ought always to ask as advertising agents. But as men engaged in the business of advertising, may we not in some of our spare moments examine the general field of periodical publication and be moulders of change rather than mere camp followers?"

* * *

"We advertising agents have a double duty. We should not only be creators of business for the publishers, but creators of publishers for business."

* * *

"The question we ask to-day of the man with a million dollars is, 'How did you get it?' The question we should ask of the magazine with a million circulation is, 'What are you doing with it?'"

* * *

"It sometimes happens that a publisher declines an advertisement submitted by an advertising agent because the thing offered is 'speculative' in character. May not the day soon arrive to advantage when the agent will advise against the use of a magazine because of the low quality of its editorial matter? Business cannot long prosper where the people are debased in mind and morals. As advertising agents we have some responsibility for throwing as much weight as we can into the scale of decency and high ideals."

than the $50.00 asked for the remoter lots.

There is, however, no doubt whatever, of the advertising value of the illustration—the street car,

Builders are Buying in
OAKWOOD ORCHARDS
To Build this Spring
WATER AND SEWERS
$50.00 PER FOOT UP
$10.00 A FOOT LESS THAN ADJOINING PROPERTY
SPECIAL PRICES TO BUILDERS — BUILDERS TERMS
Fruit Trees on also out every Lot
A Builder Buys Three Lots and Says It is "Good Buying"
Our Automobiles are at your service Telephone Main 7281 for us to call for you. Sign and mail the coupon for further particulars anyway
Established 1909
DOVERCOURT LAND BUILDING & SAVINGS
COMPANY-LIMITED
LARGEST OWNERS & DEVELOPERS OF REAL ESTATE IN CANADA

the well paved street and the up-to-date houses—these tell the tale well, and make the house-seeker want to locate in such a desirable neighborhood even at the fifty per.

The candid comment of the Captious Critic is that these people must have a mighty good proposition to offer, to command a price like this.

* * *

The Van Blerch motor advertisement depends for its attractiveness, solely on the novel style of illustration, and only a master artist could afford to use such bolo treatment in the water effect as is here found.

But the oddness of the illustration is sufficient in itself to command for the advertisement more than passing attention, to say nothing of the "life" imparted to the two boats by the really excellent drawing.

Much of our advertising illustration is so wooden and "dead" that anything like this with a

spice of ginger and originality to it is worthy of comment.

A few "reasons why" would have added materially to the value of the ad.

* * *

It is a pleasure to record any case of a publisher "taking his own medicine"—that is in short, of any one asking others to use his medium, and at the same time spending good money to let the

138,000 Total
96,000 Toronto

The Daily World gives the advertiser the largest Toronto circulation of any Toronto morning paper.

The Sunday World gives the advertiser the largest Toronto circulation of any Toronto paper—Morning, Evening or Weekly — with possibly one exception.

With both papers the advertiser gets a combined circulation of more than 138,000, with a Toronto circulation of more than 96,000.

This is surely a combination worthy of your earnest consideration.

public know what value they can get from his advertising columns.

The advertisement reproduced is an example. It is an experiment which has all the earmarks of

success, and which is a decided novelty in Canadian journalism

This is now being tried out by the Continental Publishing Co., of Toronto, publishers of *Everywoman's World*, an up-to-date woman's publication of real intrinsic worth retailing direct to the subscriber, at the low price of 50c a year. The new venture has our best wishes.

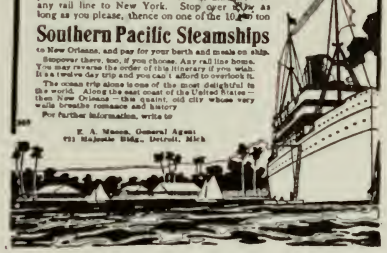
* * *

The Southern Steamships ad reproduced, appeals candidly to the wealthier classes, for, frankly speaking, the expenditure of $71.95 by the Captious Critic would take some scratching for a prolonged subsequent period.

But the appeal, all the same, is a good one, and there are, happily, in Canada, to whom a like expenditure with its inevitable deliverance from winter's frost, snow and wind, must prove most alluring.

The illustration is good, connecting up the big, comfortable ocean-going vessel with the tropical scene to be visited, and the suggestion that the reader has often wasted as much money on trivialities, whereas comfort and pleasure are his for a similar sum, must surely carry conviction.

"Stop over privileges" are well emphasized, and the "old world"

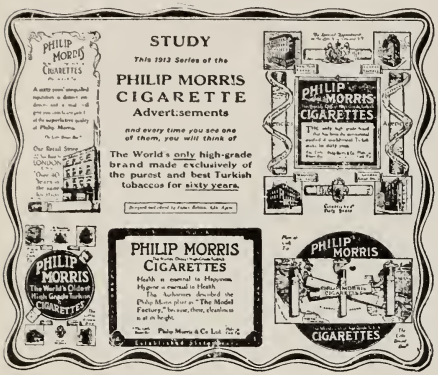


glories and sights of New Orleans are sufficiently brought out to convince the sceptic.

Altogether I must place this ad in the A1 class.

* * *

The Philip Morris people in their laudable desire to familiarize the public with the various brands they manufacture, have assembled



an ad which is neither eye-pleasing or convincing.

The border, too, is the variety that takes up good space without being attractive.

The copy writer, no doubt, had his task cut out, when he was set to make a decent-looking ad out of the five irregular shapes at his disposal, and I fancy I am real charitable when I say he has made the best of a bad job. I would hate like the mischief to be obliged myself to write an ad from this material.

THE CONVENTION PROGRAMME

WE had planned in the January issue to give our readers an authoritative outline of the programme of the business end of the forthcoming convention in Toronto, but a number of causes, chiefly the non-receipt of acceptance from many of the chief speakers, had delayed matters until this date.

But the following particulars, although not by any means complete, will give our readers a good idea of how the energetic programme committee has covered practically every phase of advertising, and provided a feast of good things for every branch far in excess of anything previously offered.

It is gratifying to record that the convention will be opened as in previous years with services in nearly all the most prominent Toronto churches of all denominations, the speakers being prominent advertising laymen of a wide variety of sects.

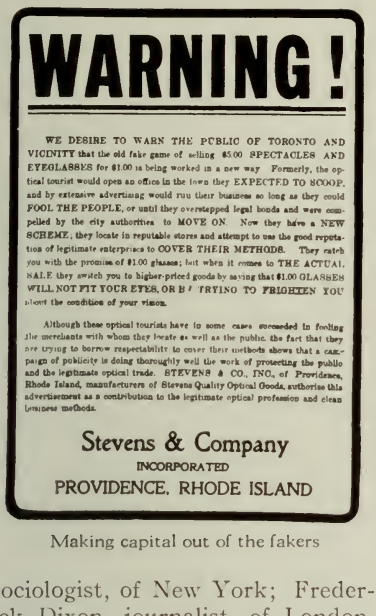
This feature is, probably, the most effective of all in bringing home to the public at large that the Associated Ad Clubs' slogan, "Truth in advertising," is no empty boast, but a genuine exposition of a sincere desire to elevate every form of publicity.

Chairman George Fleming, of the Church Committee, reports that the only body not yet lined up are the Anglicans. Custom is hard to break down, and the idea of an unfrocked man occupying an Anglican pulpit is still distasteful. But exceptions have been made, and it is more than probable that an advertising layman will preach in St. James' Cathedral, on this historic occasion.

As at present arranged, the following will be the lay speakers, and due notice will be given as to which pulpit each will occupy:—

P. C. Macfarlane, *Collier's Weekly*, New York; Norman Hapgood, editor of *Harper's Weekly;* W. B. Morris, of Minneapolis;

Joseph H. Appel, director of publicity for John Wanamaker; Robert Adamson, former secretary of Mayor Gaynor, New York; A. N. Fox, of Chicago; Chas. Stelzle,


WARNING!
WE DESIRE TO WARN THE PUBLIC OF TORONTO AND VICINITY that the old fake game of selling $5.00 SPECTACLES AND EYEGLASSES for $1.00 is being worked in a new way. Formerly, the optical tourist would open an office in the town they EXPECTED TO SCOOP, and by extensive advertising would run their business so long as they could FOOL THE PEOPLE, or until they overstepped legal bonds and were compelled by the city authorities to MOVE ON. Now they have a NEW SCHEME, they locate in reputable stores and attempt to use the good reputation of legitimate enterprises to COVER THEIR METHODS. They catch you with the promise of $1.00 glasses; but when it comes to THE ACTUAL SALE they switch you to higher-priced goods by saying that $1.00 GLASSES WILL NOT FIT YOUR EYES, OR ELSE TRYING TO FRIGHTEN YOU about the condition of your vision.
Although these optical tourists have in some cases succeeded in fooling the merchants with whom they locate as well as the public, the fact that they are trying to borrow respectability to cover their methods shows that a campaign of publicity is doing thoroughly well the work of prosecuting the public and the legitimate optical trade. STEVENS & CO., INC., of Providence, Rhode Island, manufacturers of Stevens Quality Optical Goods, authorize this advertisement as a contribution to the legitimate optical profession and clean business methods.
Stevens & Company
INCORPORATED
PROVIDENCE, RHODE ISLAND

Making capital out of the fakers

sociologist, of New York; Frederick Dixon, journalist, of London, England; Glen Buck, of Chicago; H. N. Casson, the well known publicity authority; V. L. Price, of St. Louis, and Silas McBee, editor of the *Constructive Quarterly*, New York.

Sunday afternoon will be given over to a real gathering of the clans in the big Massey Hall, and I anticipate its large seating capacity will be overtaxed.

It is practically certain that Sir Wilfrid Laurier, ex-permier, and Dr. J. A. McDonald, of the *Toronto Globe*, will be speakers, but it is too premature to state that H.R.H. the Duke of Connaught, and Theodore Roosevelt will be with us then, although in neither case at the time of writing has a "nay" been received to the pressing invitation.

The famous Mendelssohn Choir of Toronto, although not appearing in an official capacity owing to lack of rehearsal, will in all probability look after the musical end of this great gathering.

Again, the departmental sessions will occupy a large share of the convention's interest, and prac-

Bold general publicity

tically the whole of Monday and Tuesday will be devoted to them.

The following list of speakers certainly covers the majority of the best known and brainiest ad-

vertising men on this continent and abroad.

In the agricultural section—S. R. McKelvie, publisher of the *Nebraska Farmer*, Lincoln, Neb., and Col. F. P. Holland, of *Holland's Magazine*, Dallas, Tex.

In the direct advertising department—L. V. Eytinge, of Flor-

Good for the ink makers

ence, Arizona, and Chas. W. Hoyt, of New Haven, Connecticut.

Among the general advertisers, V. L. Price, of St. Louis, will speak on "Co-relating Advertising and Sales," and in the new department of house organs, a plethora of good things is promised.

The following speakers in this department are announced:—G. Walker, St. Louis, chairman of this division; E. C. Moses, Chicago; Brad Stephens, Boston; R. P. Spence, Milwaukee; M. S. Kimball, of North Plymouth; F. G Eastman, Detroit; C. D. Jackson, Mount Clemens, and R. E. Gammel, Cleveland.

In the magazine advertising department G. R. Wilson, western representative of *System*, will read a paper describing the methods which have proven profitable for a service department for a magazine.

The daily newspaper department will, no doubt, attract considerable attention, and a most representative list of speakers is promised in this section.

The names of Will Bradley, Victor Leonard and "Pop" Freeman, all of New York, are sufficient guarantee of something worth listening to, and Canada is to be ably represented in this section by M. J. Hutchinson, of the *Regina Leader*, the subject of whose address will be, "Something more than Solicitation."

In the retail advertiser's department the following well known advertising people are already in line:—Messrs. J. L. Leonard, of Boston, C. J. Potter, of St. Louis, Clowry Chapman, of New York; C. L. Brittain, of Kansas City; Louis K. Liggett, of Boston; George Edgar, of Wendover, Eng.; Frank A. Black, of Boston, and C. M. Bard, of Minneapolis.

On Wednesday evening there will be a general session at which advertising from the standpoint of the consumer, will be presented,

and this new feature should prove a very popular and profitable addition to previous programmes.

The following acceptances to date are recorded:—Messrs. Christine Frederick, of New York; George W. Hopkins, of Boston; Gerritt Ford, of Omaha; and another very prominent journalist whose name cannot at present be announced pending his definite acceptance.

We are able also to announce for the following departments the acceptance of chairmen as follows: — agricultural advertising, A. H. Capper; advertising agents, W. H. Johns; directory advertising, W. H. Lee; engraving, E. W. Houser; general advertisers, O. C. Harn; house organs, Geo. Walker; magazine advertising, J. A. Ford; newspapers, Jason Rogers; outdoor advertising, O. J. Gude; retail advertising, Manley Gillam; specialties, Llewellyn E. Pratt; technical publications, F. D. Porter; trade press, W. H. Ukers.

This is by no means intended to be a complete record of what to expect in Toronto next June—it is rather an appetiser "before the feast of good things to follow." More is promised in next issue.

And rest assured the entertainment features are not being overlooked—they are perfectly safe in the hands of Bob Coryell and his merry men.

We predict for every visitor such a satiation of education, uplift and good times that the veritable "doubting Thomas" will have had enough—and then some.

"HONESTY IN SELLING"

By T. A. Roe, in the "Mustard Pot"

IN analyzing the essential attributes of a successful salesman, practically every authority on this subject emphasizes "honesty."

Honesty, in its application to salesmanship, covers a broad field. A man can be honest with himself, with his employer and with his customer. He can be dishonest with each and all of them, and still not realize his dishonesty unless he stops to reflect.

Honesty is really the outward manifestation of an inward conscience. Conscience among people differ, since one's conscience is developed through association and education. The ideal principles of an honest salesman in the abstract sense, could be defined as honesty with himself, as evidence in his producing all he can for himself in proportion to his ability and opportunity; honesty with his employer in giving all his heart, soul and energy to his work in return for his remuneration; and honesty with his customer in not only treating him squarely but also in selling him property that he conscientiously knows possesses merit.

Some times you meet a salesman of exceptional ability who does not produce what is really "In Him," due to the fact that he spends too much time and energy off his job. This man is dishonest with himself, and his employer. Even

though one possesses ability, he must work to produce results. Hard work nets more results than idle ability.

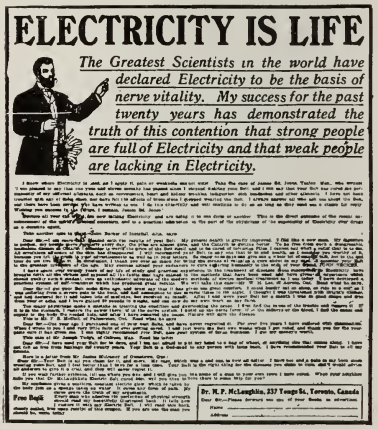
If a man is not honest with himself and his employer, how can he impress the buyer, so that his client will have the necessary confidence in the salesman and consequently in what he is selling? To be convincing one must be sincere. To be sincere one must be honest. After all salesmanship is the art of convincing another.

An able salesman can sell almost any property one time to a buyer, but if the property sold does not prove meritorious he will be unable to sell that buyer again. All business should be directed with the purpose of building up a permanent future business. The first sale is always the difficult one to make. Succeeding sales are easy when the property has given satisfaction. All properties must be sold on merit to insure continuous success.

A salesman, honest with himself and his employer, representing a reputable company with an honest square-dealing policy, will always succeed in selling property of honest merit. Think this over.

MY VALET
MY VALET Did you wear last spring's suit and coat out? Better send it to Fountain the Cleaner, and have it given the newness that it had when you first got it.
We alter them, clean or dye them. It means a new suit or coat at a ridiculously little cost
MAIN 5900

Would you wish to have your spring suit look like this?


ELECTRICITY IS LIFE
The Greatest Scientists in the world have declared Electricity to be the basis of nerve vitality. My success for the past twenty years has demonstrated the truth of this contention that strong people are full of Electricity and that weak people are lacking in Electricity.
Free Book
Dr. H. F. McLaughlin, 337 Yonge St., Toronto, Canada

Doubtful argument and far too much matter

WHAT I THINK ABOUT POSTERS

Some hard, common sense talk by England's foremost poster artist, but which applies almost equally to every other form of advertising. By John Hassal, R I.

OF course, what an adververtiser or a bill-poster or a lithographer thinks about posters is quite different from what the man who draws them thinks. To me a poster means first and last and all the while, a picture with a message in it. If this view seems narrow and egotistical, allow me to defend it.

People come along and talk about the importance of attracting attention. Agreed. It is very important to attract attention to an advertisement. But attention to what? I ask. The reply is "Well, we want a picture to attract attention to the message which we are addressing to the public."

Now this, as I see things, is quite, quite wrong. The picture shouldn't merely attract attention to the message. It should be the message. If it isn't, what happens? Simply this—that the observer remembers the picture, and perhaps thinks it was a jolly fine picture; but he can't for the life of him remember what it was about. Everyone is quite happy. The billposter is happy, the artist is happy, the printer is happy. Only Mr. Advertiser is left—and very likely he is happy, too, because he has not enough imagination to realize that what is inseparably connected in his own mind with the good news which he is anxious to share with the public (as, for instance, that Buggin's Braces are Best) is only a side show with the unsympathizing public. The important thing about a poster isn't the size, or the color, or the design, but the way the picture tells the story. If you have seen a poster and cannot recollect afterwards whether it was Oxo or Bovril, Dewar or "Black and White," there was something wrong with the poster. The advertising policy of Oxo is quite different from that of Bovril; and the same is true of Dewar and "Black and White."

You may say that the remedy is to cut the picture out altogether. Then there can't be any confusion. But against this you may just set this fact, that if there were no picture posters nobody would look at hoardings at all. The advertiser who does not use pictures obtains attention through the pictures that other people use. But he does not get very much attention, because the picture draws the eye. Posters that only contain words serve as a sort of margin or background to show up illustrated bills. Fill a hoarding with letterings alone, however, and the absolute ineffectiveness of the type-poster becomes obvious. Personally, I don't see why the artistic advertiser should shoulder the

whole work of attracting attention to the display on the billboards; but the fact must be admitted that a few type bills in between, which do not detain the eye and are hardly noticeable, do a certain amount of good, because the picture posters are thereby prevented from clashing and getting confused.

People often ask me where I get poster ideas from. The only answer I can give is that I get them from the things that are advertised, and to my mind this is the only way to get sound ideas. Hardly a day passes without someone offering a suggestion—generally futile and always perfectly useless to me, for a reason that I will give in a minute—for a poster. The reason that I, personally, can never work up anyone else's idea is that to me (forgive the egotism of this explanation) a poster is not a skillful combination of different things—as words, pictures, form, color, and so on—but *one* thing in which all that is going to be in the finished job comes to me at one time. I remember making a poster design for a very-well-known product in which I had a boy with a colored coat on. After a time the advertiser asked me to go and look at the poster on the walls. He had had about six different 16-sheet proofs posted, each in a different color or combination. Now this to me was simply futile. If they altered my color it wasn't my poster.

CATER TO THE "HOME" TRADE

THERE'S one way of securing a large share of the home trade in any locality: Advertise in the papers that go right into the home.

The Canadian Baptist

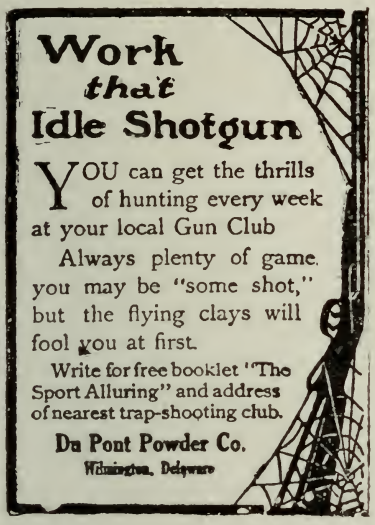
will tell the story of your goods most effectively, profitably and economically. It circulates largely among the 30,000 Baptist families of Canada. In its sixtieth year of publication.

Write for Sample Copy and Rates

The STANDARD PUBLISHING CO.

223 CHURCH STREET, TORONTO

Representing an established color scheme, as in a theatre poster where some figure from the play is chosen as the subject, is a different matter. Here, if the design is to be a realistic or semi-realistic


Work
that
Idle Shotgun
YOU can get the thrills of hunting every week at your local Gun Club
Always plenty of game. you may be "some shot," but the flying clays will fool you at first.
Write for free booklet "The Sport Alluring" and address of nearest trap-shooting club.
Du Pont Powder Co.
Wilmington, Delaware

Novel argument and forceful display

picture, the color scheme must be accurate; one makes a pencil sketch and notes the colors in words like this, and with this memory-peg to hang the work upon one recalls the exact tone and depth of colors.

Making a picture tell the story that has to be conveyed to observers is largely a matter of simplicity and expression. A touch or two here and there will make all the difference to what a face or a figure says to the onlooker. Look at these three things, and see how little difference there is in them when you come to analyze them. Yet each of them has its own particular meaning. A poster design *can* be expressive because it *must* be simple.

Both newspapers *and* posters are good advertising methods, and each of them is necessary to the other. The advertisements in newspapers would not produce nearly so much effect if they were not supported and backed up by the bills on the street, which keep the public re-

Could not get by the progressive farmer

minded of the message in the newspaper, and put the name of the goods into the purchaser's mind when he is on his way to the shop.—*The Poster.*

* * *

There isn't anything sufficiently adhesive to mend broken promises. —*Haberdasher.*

MEN AND MEDIA

For six consecutive Saturdays the master painters of Winnipeg will, through a full-page advertisement in the Winnipeg *Free Press*, impress on the property owners of that city the necessity for early action in spring cleaning.

Extra copies of the *Saturday Free Press* will be printed each

Sunkist Oranges
Are Cheapest by the Box
(¾ Actual Size)
How you smack your lips over the delicious tang of a golden "Sunkist" orange! Breakfast would be a blank without it.
"Sunkist" are the finest selected oranges grown. Seedless, tree-ripened, thin-skinned, fibreless. Picked and wrapped in tissue paper, and packed by gloved hands. Cleanest of all fruits.
"Sunkist" Orange Spoon
Guaranteed Rogers A-1 Standard Silver plate. Rich, heavy. Exclusive "Sunkist" pattern. 27 different premiums.
For this orange spoon send 12 trademarks cut from "Sunkist" orange wrappers and 12 cents, "Red Ball" orange wrappers count same as "Sunkist."
In remitting, send amounts of 20 cents or over by Postal Note, Postoffice or Express Money Order.
Send your name for our complete free "Sunkist" premium circular and Premium Club Plan.
Reduced prices at your dealer's on "SUNKIST" Oranges by the box or half-box.
Address all orders for premium silverware and all correspondence to
CALIFORNIA FRUIT GROWERS EXCHANGE
105 King St., East, cor. Church, Toronto, Ont.

A new idea and appeal to well-filled purses

week for the use of other dailies who may desire to introduce a similar feature. A postal request to S. R. Gordon, advertising manager of the *Free Press*, will secure the paper and the story of how the page was secured.

* * *

The Winnipeg *Free Press* has made excellent use of a recent article in *The Editor and Publisher and Journalist*, where a number of questions were put, dealing with the facts that advertisers want. These facts are reproduced in the left hand column, and the answers to same, showing how the *Free Press* is a particularly suitable medium, placed opposite them, certainly carry conviction.

* * *

The United Typewriter Co. Limited, advise that Arthur S. Rung has been placed in charge of the Ontario territory, formerly under the control of A. M. Kennedy. Mr. Kennedy has been appointed manager of country sales.

* * *

The Grain Growers' Guide, of Winnipeg, forward a most interesting booklet descriptive of their methods of rendering service to their readers and advertisers, and emphasizing the necessity not only of quality and quantity of circulation, but of having exact knowledge of the locality of circulation. This latter most important point is thought too little of by far too many Canadian publishers, and it is of vital importance to the advertiser.

This progressive journal is to be congratulated on the stand they have taken.

* * *

The magnificent new home of the *Calgary Herald* situated the corner of 7th Ave. and 1st St.

West, is a just tribute to the enterprise of western newspaper men.

Built of reinforced fireproof construction throughout, the arrangements and mechanical facilities are up to the minute in every respect, and there is abundance of light and mechanical ventilation, which make working conditions ideal.

The *Calgary Herald* has now one of the largest newspaper presses in Canada, capable of printing 72,000 16-page papers per hour. To J. H. Woods, the present editor and manager, who was formerly senior partner of the Woods-Norris Advertising Agency, much of the credit for the wonderful progress of this leading paper is due. Continued success seems assured.

* * *

We are advised that *Dry Goods and Dress*, Calgary, will cease to exist as a separate publication, but will in future be published as a part of the *Commercial Review*, being issued on the 1st and 15th of the month. A better paper and larger circulation is promised in the new combination, and rates for the present at any rate are not to be increased.

* * *

The Federated Press, Montreal, advise that they have inaugurated a new Service Department, under the management of C. E. Peabody, the aim being to make every piece of printing carry its full advertising value. The idea is not a new one, but this aggressive firm seems to have gone a little farther than most others.

E. H. Heath Co., Limited, of Winnipeg, publishers of *The Canadian Thresherman and Farmer*, forward a well bound volume of every issue of this journal for 1913. This is a very forceful way of advertising and is certainly unique. It has the virtue at any rate of being big enough to compel attention, though it is, perhaps, doubtful if the cost of such expensive advertising can be recouped in increased revenue.

* * *

A number of leading Canadian papers advise that they are altering the size of their columns from 13 ems pica to 12½ ems and increasing the number of columns in the page from 7 to 8.

The slight difference in the width of the column will necessitate a number of cuts being made over, although in some cases the shaving of some may enable the old cuts to be used.

Among those who are making the change are the *Montreal Star*, *Toronto News*, *Toronto Star*, *Montreal Standard*, *Toronto Evening Telegram*.

* * *

The *Canadian Farm* forward a very compact sworn circulation statement, giving details by post office of net paid circulation, and also a summary by provinces. Such statements are of the greatest use to advertisers, and they are becoming more general each month.

* * *

The ninth annual convention of the Retail Merchants' Association of Canada was held at the Chateau Laurier, Ottawa, on February 17,

and 18, and was very well attended.

Among the most important motions brought forward was one to press forward legislation during the present season of the legisla-

RED-CROSS GIN
LUMBERING
is an "all-the-year-round" outside job requiring great strength and vitality to withstand the severe conditions to which the "Lumber Jack" is often exposed. Cold damp mornings and raw chilly days will soon sap the strength of the strong and sturdy. In just such cases the famous
RED CROSS GIN
is a helpful and stimulating beverage to the man engaged in hard outdoor work.
The Official Stamp of the Canadian Government is on every bottle of RED CROSS GIN. It's absolutely pure.
BOIVIN, WILSON & CO., LIMITED, MONTREAL.

Spirits and country life are not kind friends

ture to make fake advertising of any article a criminal offence.

An amendment to the criminal code was also suggested to prevent the giving of voting contest tickets, which are used by some merchants to deceive customers.

B. W. Ziemann, of Preston, was elected president for the ensuing year.

* * *

Jack Hay, advertising manager of the Dovercourt Land, Building & Savings Co., has achieved a notable success in the first two issues of the *Mustard Pot*—the gingery house organ of this progressive real estate firm.

More power to his elbow!

* * *

The *Montreal Herald* and *Daily Telegraph* have been merged and are now issuing from the former's plant under title of the *Montreal Herald and Daily Telegraph.*

The *Herald's* position has been undoubtedly strengthened by the amalgamation. For the time being, the *Sunday Herald* is to be discontinued, but greater attention will be paid to the *Saturday Herald* which will contain a number of features that were formerly used in the Sunday issue.

* * *

Two new publications will shortly make their bow to the Montreal public. One a weekly, to be published shortly and called the *Owl*, will fight for civic reform, and the second, first issue of which will probably be about the middle of March, will be a daily, called the *Daily News*, of which Edward Beck will be editor.

The paper will especially oppose the Montreal Tramways Corporation and work for reform in municipal government.

* * *

The Toronto Newspaper Men's Rifle Association, which has been successful in bringing out a number of good young shots, has elected J. Eaton, of the *Toronto Globe*, captain for the coming

EVERYWOMAN'S WORLD

Canada's Great Home Magazine

Has Created for You

—A situation in advertising absolutely without precedent in Canada, inviting and meriting your immediate attention.

—A medium that assuredly will bring you profit.

—Good will and goodly sales possibilities available to you in more than

60,000 Canadian Homes

Your business has a great asset in EVERYWOMAN'S WORLD. Think of the selling power, available for you, that it represents!

Advertising has built our business. Now we solicit a part in making your business grow still better and bigger through EVERYWOMAN'S WORLD.

You can depend on this:—people who have spent their own good money in advertising — and have made it pay — can render assistance of worth to you.

Our experience, our service in every department, is at your command.

Say you arrange for an hour in our offices, or write for us to meet you in your office, or, if you wish, we will do what we can for you through correspondence.

April issue now closing. Copy accepted up to March 17th.

Remember that space of 200 lines costs you only $40.00 to influence during a whole month all the people in more than 60,000 homes reached by EVERYWOMAN'S WORLD.

Chas. C. Tipson

Vice-President and Advertising Manager

Continental Publishing Co., Ltd.

Head Office, TORONTO

United States Office:
12th and Callowhill Sts.
PHILADELPHIA, Pa

Special Representatives for United States

Stockwell Special Agency
286 5th Ave., New York
People's Gas Bldg., Chicago

season. Membership now includes about sixty newspaper men.

* * *

J. H. Brown, of the *Cobalt Nugget* has been elected secretary of the New Liskeard Board of Trade.

* * *

A. Fleming, formerly of the *Toronto Globe*, has joined the staff of the St. Catharines *Journal*.

* * *

Some months ago we mentioned the invention of the Merten's intaglio printing press whereby fine half-tone screens can be used with the very best effect on ordinary newspaper stock. There reaches us from the National Cash Register people of Dayton, Ohio, a house organ containing a number of illustrations printed by this new process and the effect is remarkable in the extreme. The detail in every case is on a par with that to be found in the finest half tones printed on coated stock, and it is probable that only a short time will elapse before a number of our progressive publishers will instal these presses in their plant. The development of this new feature in the printing industry will be watched with much interest.

* * *

Advertising knowledge comes slowly and by bits. No advertising man ever sprang up fully equipped for the work, no matter what may have been his previous condition or instruction.—*Mr. E. C. Tibbetts.*

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NORRIS-PATTERSON SERVICE

¶ No advertiser—however big, however small—can afford to handle his own business.

¶ The intimate knowledge of media—the cognizance of existing trade conditions—the mountains of necessary detail work—these, and many other conditions render the handling of an advertising appropriation by any individual firm a most unprofitable undertaking.

¶ The solution lies in the employment of a well-equipped, reliable advertising agency.

¶ NORRIS - PATTERSON'S SERVICE is personal, thorough, and well-equipped in every department.

¶ The fact that for a number of years we have given satisfactory and profitable service to many of our leading advertisers assures you that your appropriation with us will be in the safest hands.

¶ 'Phone Adelaide 2231 or drop us a line asking our representative to lay our propositions before you.

Norris-Patterson Limited

Advertising Agency

Mail Building, Toronto, Can.

The Pulling Power of

The Globe

Results count. What *The Globe* did for Thomas & Co. of London, England, on a mail order proposition, it will surely do for you.

HERE IS THE RECORD

An advertisement in THE GLOBE of January 28th, brought seventy orders to Messrs. Thomas & Co., London, England, up to February 11th. In every instance cash accompanied the order.

Advertisers everywhere agree, there is **nothing better than The Globe.**

The Globe, Toronto
Canada's National Newspaper

Vol. 7 APRIL—1914 No. 4

Economic Advertising

The Official Organ of The Toronto Ad Club

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In Toronto its

The Daily Star

in the Evening

and the

Star Weekly

on Sunday

◆◆

ALL the news of the world for all the people every day and on Sunday. The papers that pay advertisers best because they reach the readers who have the purchasing power.

Daily, 85,858
Weekly, 34,750

Advertising rates and full detail statement of circulation at any time

UNITED STATES REPRESENTATIVES

New York - CHAS. H. EDDY - - Metropolitan Bldg.
Chicago - - EDDY & VIRTUE - People's Gas Bldg.
Boston - - C. H. EDDY - - - Old South Bldg.

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year. 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, April, 1914 No. 4

STRAIGHT TALKS

DEPARTMENTALS

VERY important amendments to the existing constitution of the Associated Advertising Clubs of America are slated for discussion at the forthcoming Toronto Convention.

The main idea seems to be to hit on a plan whereby each annual convention will have a real and practical influence upon advertising in general and with this end in view the Toronto Convention will feature to a greater extent than ever before the departmental sessions representing each specific interest.

Much attention, too, will be given to the problems and differences arising in the relation of the different sections to one another, and a conference of committees from these various departments will endeavor to correlate these interests and give definite and combined expression to all.

One question which has given rise to considerable discussion in every section of the country is that which concerns the qualifications demanded for admission to membership in any affiliated club, but for the present, at any rate, matters will remain in statu quo, and each club will determine its own standards of membership.

The committee which has had in hand the matter of departmental organisations, will recommend that the National Association shall encourage and promote the formation of such bodies representative of each specific phase of advertising and that they become affiliated with the parent association.

At the same ime, as such affiliation would be chiefly for the pur-

A FEW ODD THINGS

Advertised with Conspicuous Success in the Family Herald and Weekly Star

The final test of a newspaper's value as an advertising medium is its ability to produce profitable results from small "mail order" copy. The following testimonials, which are entirely voluntary, speak for themselves:
Truly, the farmer is everybody's customer nowadays.

Model Yachts

"We find the Family Herald and Weekly Star a good medium for our business, having tested it for some years. It has increased our trade in all parts of Canada and found us some very good customers in our special lines of Models." — STEVEN'S MODEL DOCK-YARD, London, England.

"Our advertising in the Family Herald and Weekly Star has produced very satisfactory results. Orders and inquiries for shavings came so fast that we had to discontinue our advertising, thus cancelling partly our contract with you. The amount of money which we have paid for same is so small compared with the benefit, that we are ashamed not to have thought of advertising before."—PAUZE & GOHIER, Montreal.

Motor Boat Supplies

"We do not know what results other advertisers consider satisfactory from your paper, but we have received 168 replies from two insertions of our Ad in the Weekly Star, and are greatly pleased."—JAMES ELLIOTT COMPANY, Motor Boat Supplies, St. John, N.B.

Military Blankets

"The Family Herald and Weekly Star has pulled more business than all other papers I have advertised in put together. This is not *Bunkum*."—A. W. LYNES COMPANY, Army Contractors, Toronto.

[For specimen copy, rate card, etc., address:
ADVERTISING MANAGER

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

MONTREAL **CANADA**

pose of strengthening the Association and of providing a means whereby these departmentals can the better care for their respective interests, they should be left unhampered.

This seems to us to be the most rational and effective method of furthering the interests of each section of advertising, and has our fullest support.

Further, it will be recommended to introduce a National Commission to take the place of the Conference of Committees which was created at Baltimore, such Commission to consist of three delegates from each departmental organization, and it looks as if such a Commission, composed of the strongest men from every branch of advertising should prove of the greatest permanent value.

Its duties, and the authority this Commission would exercise, would not, of course, in any way interfere with the existing duties and authority of the executive committee.

We congratulate Douglas N. Graves, Chairman of the Reorganization Committee, and his able colleagues on this great advance step. It means that the excellent Declaration of Principles agreed on at Baltimore will now be converted into a vital, working force in the world of business.

PRINTING COST

IN recent conversation with a leading Canadian advertiser, some startling figures were produced that seem to require a lot of explanation.

The job in question was an eight page folder of medium size, and quotations were asked for from three of the leading printers in a big city.

As their figures were all round about one hundred dollars, and varied only by the smallest amount, it looked on the face of it that these quotations were legitimate prices.

But, before the order was placed with any one of them, and each knew the others were being asked for quotations, along comes the publisher of a small journal in Western Ontario, and asked to be allowed to figure on the job.

The work has since been delivered well on time, and to the entire satisfaction of the advertiser. And the price—sixty-two dollars—nearly forty dollars less from a country town with a limited plant than from the big city printers with every mechanical facility for time and labor-saving.

Does not a case like this seem to indicate that city printers are getting a little more than their pound of flesh?

Equally with the city printer the out-of-town man has had the advantage of cost conferences and most lucid information in the talks by John M. Imrie, Secretary of the Canadian Press Association, and numerous articles in *Printer and Publisher*, on how to determine with

CANADIAN COURIER

announces an increase in its advertising rate of $20.00 a page, effective July 1st.

The new rate will be $100.00 per page ; outside back cover in two colours $150.00, in three colour process $225.00.

Orders offered before July 1st will be accepted at present rates and the usual protection against the advance accorded for a year.

CANADIAN COURIER
The National Weekly
TORONTO

Sworn circulation statements issued annually, showing average net paid for the year.

MR. ADVERTISER

You make no mistake when you use the Daily and Semi-Weekly

Times

You cover a large territory.

TIMES PRINTING COMPANY LIMITED
HAMILTON, ONT.

A Live Paper in a Live Town

accuracy the cost of any printing job, so that it would be unfair to assume that the lower figure represented work done at a loss.

Wages and cost of living may, of course, be a little lower in the country—but that difference of forty dollars needs more explaining away than even the most gallant champion of the higher price would care to produce.

STIRRING UP SALESMEN

FEW firms, if any, on the continent have been so successful in securing enthusiasm among their sales force as the Sherwin-Williams Paint Company, and in a recent address in which Walter H. Cottingham, the President, described the system of internal competition among the company's salesmen, salesmanagers, and other department heads, a few striking details of the company's policy were explained that prove interesting reading.

"I am sorry for the man that does not believe in sentiment in business," said Mr. Cottingham. "It is a good thing for a nation or a firm to have. You cannot force a man to be enthusiastic or loyal; you have got to have something that savors of fairness to accomplish this purpose."

"Anything that we can do to stir up the men is good for business, but it should be the rule to get the best out of men and not the most. We try to find the best men in the organization and to do this we use competitive methods. We believe that the good men are the men who want to win. The trouble is how to reward the exceptional man, and in order to do this we estimate the work that should be done."

There is much food for reflection in these remarks. Especially the statement that it is the best and not the most which it is aimed to get out of the salesman is surely not the policy of many firms.

The Sherwin-Williams people have had so large a measure of success in recent years that their methods of "gingering-up" their sales force must command careful and admiring attention.

ADVERTISING IN SUMMER

That many of our advertisers curtail their advertising during the summer months of June, July and August is indisputable, but although in some lines of trade it has been found most profitable to concentrate on spring and fall advertising, speaking generally, the policy of omitting the hot-weather months is not only inadvisable, but distinctly harmful to most campaigns.

It is "keeping everlastingly at it"—the quiet continuous brand of publicity that worries its way through to success in the long run, and it is difficult to find any justification for breaking the continuity of your advertising during the hot weather.

Established 1778

Quality Circulation

The circulation of

The Gazette

MONTREAL

has been built upon 136 years' increasing reputation for reliability and integrity.

Read by people with money to spend, it is the ideal medium for the better class advertiser who wants to cover Montreal and district effectively.

Eighty-five per cent. of the Gazette's circulation goes direct to the homes of well-to-do Montrealers.

THE GAZETTE PRINTING CO.
LIMITED
MONTREAL

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

Clothes have to be worn, and the necessaries of life provided for, and almost every article with the exception of purely seasonable goods is in equal demand in the summer as in the winter.

Then again in the summer people do not work so hard—there is more leisure time, and just because they have more time for reading, it is logical to state that they have more time for reading advertising.

The favorite daily paper in a large percentage of cases follows the holiday maker to his country resort or island cottage, because it is the only channel available for the news of the day, and it is read with an avidity that is absent at other times of the year.

To the modern housewife any respite from the thraldom of stuffy stores and glaring pavements is welcome—she reads the advertising columns of the daily paper, and makes it her shopping guide especially in the summer months, and the advertiser whose announcements are missing at this time is losing momentum which will take considerable time and expense to regain at a later date.

It is very doubtful if the population of our towns and cities varies much during the twelve months of the year, for the stream of tourists from the States and other places increases each year, and the influx from this source will fully balance the number of holiday makers out-of-town, so that this oft repeated reason for quitting advertising in the summer has but little weight attached to it.

For any single one of these reasons the wise advertiser will maintain a steady appeal the year round, and the result will be a splendid accession of sales in what is generally considered the "slack" season and a maintenance and increase in prestige whose value cannot be overestimated.

THE MAN WHO ACTS

STOP talking—learn to speak only as you and your friends will somehow profit thereby.

Stop worrying—when you can handle the present as well as God will handle the future, you will laugh at your worries.

Stop wishing—a wish is confession of weakness. Want what you want hard enough to get it, or else feel superior to the need.

Stop criticizing—only an ass wastes energy in braying.

Stop hesitating—it is the plunger who goes to the bottom of things.

Stop imitating—a real ruby is worth more than an artificial diamond.

Stop idling—either work, or play, or sleep, or travel; in short, make even your rest-period a thing of ambition, volition, system.

Stop hurrying—when you teach your brain to outrun your body your body will stay quiet.

4447 of CALGARY'S HOMES take no other daily paper but

The Calgary Herald

This fact, as well as the fact that THE HERALD GOES INTO MORE HOMES THAN THE OTHER TWO DAILIES COMBINED, was shown by a newspaper census which was made by a committee of Calgary's leading business men, who selected this means as being the best and surest way to arrive at the value of the different local newspapers' advertising. THE CITY CIRCULATION OF THE HERALD is 10,851. TOTAL CIRCULATION IN EXCESS OF 21,000 SWORN TO. Write for folder, giving all the facts of this newspaper census. IT'S INTERESTING.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

The Guelph Mercury & Advertiser

Advertiser Founded 1844
Mercury Founded - 1854
Amalgamated - - - 1872

Seventy Years Young in This Year of Grace 1914

This paper steadily improves in merit and advances in circulation with the growth of Guelph. The Daily Mercury and Advertiser entered, on an average by proven figures, 80½ per cent. of the Royal City homes in 1913.

The Weekly Mercury covers the rich surrounding country like a blanket.

Advertisers who wish to reach the people of Guelph and district can do it so well through no other medium.

If you have done all these things, and whatever else occurs in the doing, then look for a chance to help somebody who is down, lift a burden that has grown too heavy, whisper a word of love and sympathy to the lonely, the forlorn, the misunderstood. For the sad and poor and helpless can most appreciate, and will most bless, the prompt and generous nature of The Man Who Acts.

A STRANGE ATTITUDE

OF course, it is the privilege of every publisher to refuse any advertising even without giving a reason for his action, but possibly this prominent newspaper to which we refer, in a capital city down East, would have made themselves less ludicrous had the advertising been refused without comment.

The facts, handed us by a leading Canadian Agency and indisputably correct, are as follows:

This agency in forwarding copy series to cover a considerable period to a large selection of dailies and weeklies in all parts of Canada of a most reputable and worthy product had occasion to select this independent publisher. In return they receive advice that this paper regrets to say, that owing to a pressure brought to bear by local merchants, it is unable to place the schedules before the public. That a point has been made not to accept any mail order business that will interfere with their local merchants because such merchants are such large advertisers. Contract, a large one, was returned.

Now, here's where the joke comes in. These goods are sold almost exclusively through "local merchants," and at an important point like the one in question, it is quite safe to say there would be dozens of merchants handling this line.

What do you think of a journal turning down good dollars without apparently making the slightest investigation into conditions. Why, the prime reason for this publicity has been to arouse curiosity, get distribution of catalogue and send the prospect to the local store.

We realize that things are in a fairly prosperous condition in that part of the country, but the idea of turning down thoroughly clean and legitimate business, because, forsooth, "large advertisers" among local merchants chose to hold a club over the publisher's head is—well—"the limit."

The usual conditions as we know them are that every new advertisement, brings a call from the solicitor of all other papers that are not carrying it within about ten minutes of its publication, and the telephone wires are doing their best to get red hot.

However, it is an ill wind that blows no one any good. Two other local papers that were not on the schedule are now dividing the good dollars, and are apparently more than pleased with this new legitimate source of revenue.

CONTINUAL GROWTH

Average Daily Circulation for 1912 - - 11,191
Average Daily Circulation for 1913 - - 15,437
Increase - - - - 4,246 copies

This splendid increase in circulation will result in larger returns for the Advertisers now using our columns and should induce every manufacturer and wholesaler now developing an Alberta Field through this medium to arrange at once for their Spring Advertising Campaign.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL

(Branch Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
J. McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

THE HERALD

HAMILTON'S LEADING NEWSPAPER

ESTABLISHED 1889

THE recognized advertising medium of Hamilton—famous for results.

The acknowledged people's paper, making it the real connecting link between buyer and seller.

Covers the largest City field of the purchasing public.

A Newspaper of power, character and influence.

In Hamilton the HERALD is a tower of strength.

The Herald IS A NEWSPAPER, not AN ORGAN.

Rates on application.

The Herald Printing Co. of Hamilton, Limited
PUBLISHERS
Hamilton, Ontario, Canada

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE Salada Tea People have for a number of years been in the front rank of strong and consistent Canadian advertisers, but the sample reproduced, to say the least of it, is not in the best of taste.

Herbert N. Casson says that a knocker is a suit of clothes with nothing in it, and I wonder how

close to nothing the "ad-smith" comes, who is responsible for this.

The chief competitors of Salada Tea have been for a long time featuring the slogan that their tea "is good tea," and though possibly the objection might be raised that the description does not tell over much about the qualities of the tea in question, still, it has, by constant usage, become associated with their brand, and the Salada People's perversion of it must be regarded as a distinct knock.

Salada Tea is good enough and popular enough to dissociate itself from advertising of this description.

* * *

Printers and Electrotypers in Canada have not, up to the present, shown any faith in the value of publicity in the newspaper or magazine columns, and while the former set great store on the value of elaborate booklets and calendars, the latter as a class have still to be heard from.

For two reasons I am glad to reproduce the Rous & Mann and "Advertype" Ads.

Firstly because the printer's ad appeared recently in the Toronto dailies, and secondly because this may prove an incentive and

Printing

The Skillful Salesman

THOSE who use printing as a sales force have thousands of salesmen "Printed Salesmen" work faithfully all day, and often far into the night. They are enthusiastic loyal persevering. They go where an ordinary salesman could never find his way. Yet, they sometimes fail to "make good." They are not given a fair chance. They are poorly printed perhaps, or listless in argument, or they do not properly display the goods they are trying to sell.

¶ Give your "Printed Salesmen" the appearance which commands a hearing, prime them with arguments and logic, equip them with illustrations that describe their goods to best advantage.

¶ We have an art department and a staff of copy writers, facilities to print advertising literature, create newspaper advertisements, and other forms of marketing literature in every way equipped to sell goods or create a demand therefor.

¶ We are anxious to show you samples of advertising literature and printed matter that corroborate these statements. It is well worth the close attention of every business man to go carefully into this matter.

ROUS & MANN, LIMITED

Designers and Printers

TORONTO MONTREAL

offer suggestion to an industry that ought to advertise.

"Give your Printed Salesman an appearance that commands a hearing." That sounds to me like an order that calls for prompt response.

The type matter is neat and well-displayed, though perhaps a little difference in size in say two of the

It is upon the basis of its demonstrated superiority in the matter of results that

The Hamilton Spectator

has become the one great and indispensable factor in every carefully laid publicity campaign for Hamilton. THE SPECTATOR is supreme in its zone.

DON'T OVERLOOK THE NIAGARA PENINSULA

In planning the Spring advertising campaign, you naturally wish to sow your seed in good soil.

The St. Catharines Standard

Daily average circulation now exceeds 5,500.

The largest paper in the Niagara Peninsula east of Hamilton; covers the city of St. Catharines, the adjacent towns and villages, and the surrounding country.

The manufacturers, the fruit growers, and the artizans of this district, are people with large purchasing power, and they may all be reached through the advertising columns of The Standard.

Write for rates and sworn circulation statement.

THE STANDARD PRINTING CO.

ST. CATHARINES, ONT.

paragraphs would have made the general effect more pleasing.

It is difficult to say what added value the two grotesque figures at the head of the ad give to it,

Let Master Electrotypers Increase Your Returns!
No matter how much painstaking care goes into your "copy," it falls short of the mark if it isn't properly executed, if your cuts don't stand out sharp and clear—if they lack that something which only master electrotypers can supply.
Consider this carefully Mr. Advertiser
Now consider our qualifications for turning out the kind of work that you want
We have the finest and most completely equipped plant in Chicago devoted exclusively to the manufacture of electrotypes
We have many of the highest-priced, most expert electrotypers in America on our payroll. Men who are masters of their art
We have utmost capacity—capacity adequate for the production and delivery of over 60,000 column inches daily
And we have the advertype feature. This feature original with us, makes for a matchless quality of plates—plates that give countless thousands of impressions every impression of them clear cut—beautiful
Installed now in our own quarters, we are prepared to handle a larger volume of business than ever. And of course our high standard of quality will be maintained
Let us tell you more about our service and the various items it saves for advertisers
Advertisers Electrotyping Company
Lake Michigan Building
Michigan Ave. and Lake St.
CHICAGO
Our "Special Service Plan Booklet" Yours for the Asking
Advertypes
TRADE MARK
"print'up"
Ask any advertiser

but they serve, at any rate, to preserve the balance.

The "Advertype" Ad contains much meaty and convincing argument.

No matter how good your copy may be, no matter how pleasing the composition and lay out, if your electros are shallow and won't print up clear and sharp, ninety per cent. of the advertising value is lost.

This may sound a platitude to any advertising man, yet a glance at any paper of large circulation with a fast run, will convince you of its truth.

This ad gains added strength by the inclusion of cuts of electros made, presumably, for leading advertisers by this firm, and there is a nice little talk on "service."

This ad goes into the A1 class.

* * *

The Hercules Bed Spring Ad has a human interest appeal that must commend itself to any one, who, at some time or another, after a night spent on an uncomfortable mattress remembers the big struggle to shake off the bed clothes in the morning.

This advertising is along way in advance of previous publicity by the same firm, in which two

At what hour do You rise ?
Do you say to yourself in the morning "I've got to get up!"
Or do you just "get up"—spring out of bed like a giant refreshed and tackle your day's work and worries joyfully ?
A "Hercules" Bed Spring will make you sleep better because the "Hercules" is a better Spring—more buoyant, more restful.
HERCULES
REGISTERED
BED SPRINGS
VERMIN PROOF
Don't drag out your nights on a bed that sags. Sleep on a spring that is scientifically constructed so that it cannot sag. The "Hercules" with its "Five Times" weave rests every muscle and nerve because it distributes the weight of your body evenly.
We also make the Famous "Gold Medal" Felt Mattress best for use in combination with the "Hercules" Bed Spring.
Please note the Patented Basket Edge which keeps the Mattress from Spreading and the clothes from slipping off
At all Responsible Dealers or Write Direct to —
(2)
The Gold Medal Furniture Mfg. Co., Ltd.
TORONTO
also at Montreal and Winnipeg

youngsters are having the time of their lives jumping on the springs.

I take it a bed spring is meant to lie on, and not to be treated as a punching bag.

The circulation of

The Evening Record
(WINDSOR)

now exceeds 6000 and is going up.

Daily and Weekly circulation 10,000.

Over Half a Century of Continuous Publication

must give a solid value to a newspaper. The Daily Journal has served the people of St. Catharines and the Niagara Peninsula since 1859. It enjoys to-day a wide circulation, a heavy advertising patronage.

Use its columns for results.

Write for Circulation and Rates

The Journal of St. Catharines
Limited
St. Catharines, Ont.

THE STRATFORD BEACON
Daily and Weekly **STRATFORD, ONT.**

is indispensable to advertisers wishing to cover the City of Stratford and district. It has an average guaranteed circulation of

3,000 Copies per day

This circulation is not inflated by voting contests, premiums, sample copy issues, or similar schemes. It is absolutely normal and is steadily increasing.

W. M. O'BEIRNE, -:- PROPRIETOR

The clock design is timely, and the general layout and argument attractive and convincing.

Next time I want a bed spring, the "Hercules" proposition is going to have a chance to prove its worth.

* * *

The division into four panels of the "Gophercide" Ad does not

in any way add to its strength—rather it gives it a disjointed effect which is not pleasing.

There is, however, much strong stuff in the reading matter, and the three display lines "Easy to prepare," "Greedily eaten," and "Sure to kill," tell the tale in a nutshell.

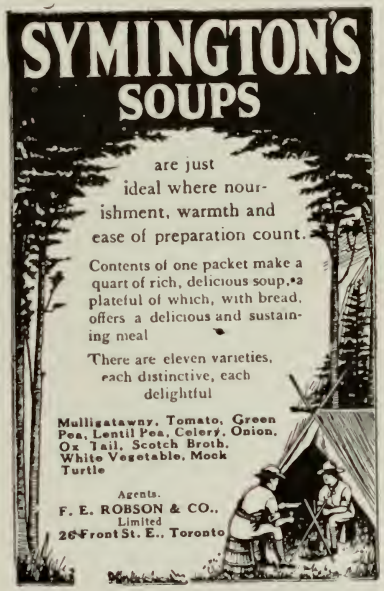
The illustrations too connect up well with the three features of this vermin killer, and with a complete rearrangement of the type matter and elimination of the panel effect, I think this ad would have considerable added value.

I may be all at sea in this criticism, but I "hae me doots."

At any rate I should much like to hear what sort of pulling power this ad has developed.

* * *

Does it not strike you that the camp scene in the Symington's Ad, appearing a few weeks ago, is


SYMINGTON'S
SOUPS
are just ideal where nourishment, warmth and ease of preparation count.
Contents of one packet make a quart of rich, delicious soup, a plateful of which, with bread, offers a delicious and sustaining meal
There are eleven varieties, each distinctive, each delightful
Mulligatawny, Tomato, Green Pea, Lentil Pea, Celery, Onion, Ox Tail, Scotch Broth, White Vegetable, Mock Turtle
Agents.
F. E. ROBSON & CO., Limited
26 Front St. E., Toronto

a little out of season, for camping time is still a measurable distance ahead?

Rather, I would have suggested a raw spring day scene, showing the housewife in the active preparation of "Symington's," to be

Get in on the Ground Floor

The potential development of British Columbia reads like a Fairy Tale.

Fisheries, coal, gold, copper, lumber and a host of other industries still in their infancy.

Make the most of the opportunity.

The Vancouver Sun

will bring your wares before a prosperous and enterprising people in the most forceful manner possible.

Use its columns liberally. It will pay you well.

Rates moderate now, but sure to advance.

Circulation **Paid, 23,423** (absolutely guaranteed) and still growing.

You can't cover Vancouver and the wonderful B. C. country unless you use "THE SUN."

Ask any Agency for rates.

THE BURRARD PUBLISHING CO. Limited

VANCOUVER, B.C.

Eastern Representative :

EDGAR J. GUY, Canada Life Bldg., Toronto

Clear—Sharp Impressions

are assured for your copy if you entrust your Electrotyping or Stereotyping to us.

With a fully equipped plant and skilled workmen, we are able to produce the very highest grade of cuts, and to give you prompt and satisfactory service.

Why not give us a trial on your next job? A large number of satisfied advertisers are regularly on our books.

Special discounts for large quantities.

We Are Now at Your Service in Our New Enlarged Premises. Note the New Address

The Toronto Electrotype & Stereotype Co., Limited

111 Adelaide St. W. PHONE ADELAIDE 1638 **TORONTO**

followed a couple of months hence by such an ad as this.

There are, of course, numbers of lumbermen and the like in the backwoods at this time of year, but it occurs to me that as far as camp life is concerned, the people to appeal to are those whose voluntarily go "way back" in search of health and amusement.

The reading matter can only be classed as "just ordinary."

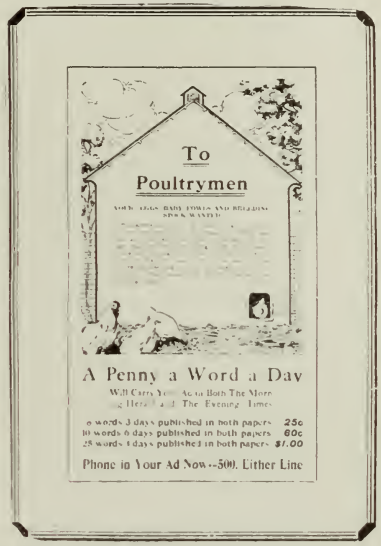
* * *

Here's a novel ad culled from a leading paper, boosting its own condensed advertising columns.

Excellent use has been made of white space, and the outlined hen house makes an attractive border for some really convincing copy.

"A penny a word a day" to cover both morning and evening papers would sound reasonable enough to even the smallest producer, and farmer and consumer alike should profit by such publicity.

This is a distinct departure in a publisher's advertising of his own


To
Poultrymen
A Penny a Word a Day
Will Carry Your Ad in Both The Morning Herald and The Evening Times
6 words 3 days published in both papers 25c
10 words 6 days published in both papers 60c
25 words 6 days published in both papers $1.00
Phone in Your Ad Now—500. Either Line

advertising, and has very much to commend it.

WHAT'S DOING AT THE AD CLUBS

CALGARY

J. H. Woods of the *Herald* was chief speaker at the meeting on February 25, his subject being "The Advertiser, the Medium, and the Agency." The rise of the advertising agency, he contended was a natural result of the development of the commerce of Western Canada, for expanding trade meant necessarily, greater advertising.

He spoke in eulogistic terms of Canadian Advertising Agencies, stating that they all stood for integrity and honor, and that, so far as he knew, there had never been an allegation of any breach of the right principles of advertising brought against any Canadian Agency.

President Rankin in congratulating the club in passing the century mark in paid-up membership, spoke of the need of legislation to regulate advertising.

Action by the club in this respect is anticipated in the near future.

LETTER No. 3—FROM SATISFIED ADVERTISERS

HAVE ADEQUATE EVIDENCE OF SPLENDID RESULTS

TORONTO 139 YONGE ST
HAMILTON 56 JAMES ST
LONDON 199 DUNDAS ST
FT WILLIAM 406½ VICTORIA AVE

WINNIPEG 425 MAIN ST
CALGARY 324 8TH AVE.
REGINA 1745 HAMILTON ST

EDMONTON 444 NAMAYO AVE
SASKATOON 107 23RD ST EAST
BRANDON NO 12 NINTH ST
DETROIT 212 WOODWARD AVE

ADDRESS ALL CORRESPONDENCE TO 139 YONGE STREET
TO HEAD OFFICE

Scotland Woolen Mills Co.
LIMITED

SCOTLAND WOOLEN MILLS
WORKROOM BUILDING, SPECIAL ORDER
AND WHOLESALE DEPARTMENT
50-52 RICHMOND STREET EAST

Toronto, June 18th, 1913.

Messrs. The News Pubg. Co., Ltd.
Toronto, Ont.

Gentlemen;

Just a line to let you know that we are getting splendid results from our Advertising in your columns. We have received adequate evidence of the widespread interest attached to our announcements to News readers from time to time. and we have no doubt that our well-known policy of giving the utmost value for money received combined with your Advertising columns, is a strong factor in the growth of our business.

If you continue to give us such splendid results as we are enjoying at present, I will certainly be glad to give you as large if not a larger share of my next Advertising appropriation, as that which you received this year. Your attention to our requirements, position, careful setting, etc., is well appreciated.

Yours truly

Graham Miller President.

The Scotland Woolen Mills Company, Limited.

LETTER No. 4 will appear next month.

On March 4 at the fortnightly executive meeting the proposal to invite members of the Edmonton Ad Club to attend the Calgary Symphony Orchestra's final concert was endorsed, and arrangements made for extending Calgary's hospitality to the northern visitors.

Arrangements were also made for the entertainment of some 300 Pacific Coast delegates on their passage through Calgary to attend the forthcoming Toronto Convention.

Membership in the International body has been applied for.

* * *

EDMONTON

The drilling of four oil wells in the Vegreville district, Alberta, is being financed by the Edmonton Ad. Club, $50,000 having been raised by the members for this purpose in short time, and a luncheon to celebrate this feat was held on March 5.

Their slogan of "You will get your money back," is indicative of the enthusiasm of the members, and in the event of the venture proving successful, this development will prove of great benefit to the city, and is certainly very good publicity.

* * *

TORONTO

J. F. Wildman's talk on March 10 on "What age do you belong to?" was in reality a most interesting historical account of the methods adapted by mankind from the very earliest ages to keep records of their doings.

Even in the primitive past it was recognized that the first procedure necessary after every transaction was the making of a record of it, and with the aid of a number of really excellent lantern slides the speaker took his audience from the very earliest times to the present day.

Clay, slate and ivory tablets,

Wm. Woodhead, San Francisco, President of the A. A. C. of A., who visits Toronto on April 18th, to receive reports of all local Convention Committees

and papyrus, as used for making records by the Egyptians—the latter being a great advance on the tablets—were interestingly described, these methods being followed by the introduction of parchment by the Romans and Greeks, who also used brass and other metal tablets and wooden slabs coated with wax.

GOOD PRINTING

is the only kind of printing worth your money. That's the kind of printing we do.

Catalogs
Booklets
Price Lists
Folders
Circulars, Etc.

Everything in printing and every piece printed right.

We have complete ad-writing and art department at your service.

Nothing too Large — Nothing too Small

Acton Publishing Co. Limited
PRINTING DEPARTMENT
1229 Queen Street West, TORONTO
13 Coristine Bldg., MONTREAL

The Middle Ages saw the first use of books, the monks being engaged almost exclusively in the work of transcription.

The English trader of the 16th century used strong iron chests for keeping his records and the methods of the Chinese and the 18th century lawyer were also shown.

The 19th century office saw the dawn of system, to be followed with amazing rapidity by the many time and labor-saving devices now so largely in use.

The latest means for insuring maximum office efficiency were illustrated and explained, and a very cordial reception given to Mr. Wildman for his instructive talk.

J. F. McKay, of the Canadian Press Association, announced that this organization would hold their annual convention in Toronto on June 26 and 27, immediately following the Ad. Club Convention, and doubtless most of the members will take in both conventions.

* * *

An important decision was arrived at by the unanimous vote of the members present at the meeting of March 17 with reference to the Licencing of the "Truth" Emblem of the Associated Advertising Clubs of America. It was decided finally after considerable discussion, to adopt the Fort Worth plan. This plan is to give all worthy concerns permission to include the Emblem in all their advertising, but they would be obliged at the same time to live up in every respect to the high ideals of the Associated Clubs and any lapse from virtue would entail summary cancellation of the privilege.

A. E. Ames, the prominent Toronto banker and broker, spoke on March 17 on "Investments that suit." The question of making the best use of surplus cash was, the speaker maintained, a matter of analysis and careful thought.

The investing public could be placed in three divisions—(1) Those of comparatively small means; (2) Persons with fairly large salaries and some accumulated capital, and (3) Wealthy people. And the various kinds of investments offering might be classified as follows:—(1) Bonds and debentures; (2) Mortgages on real estate; (3) Debenture stock; (4) Preference stock; (5) Common stock.

Government and municipal bonds in Canada were, as a rule, entirely safe and satisfactory.

Debenture stock, almost unknown in Canada, was a favorite investment in England, but it was the Common Stock which was the burden-bearer in the financial world.

The successful matching of the various classes of investors with the many kinds of investments, needed intuition and experience, but there was plenty of room for all.

While getting sound advice on how to invest his money, the investor was wise at the same time to satisfy himself.

Small investors should keep religiously to safe investments.

138,000 Total
96,000 Toronto

The Daily World gives the advertiser the largest Toronto circulation of any Toronto morning paper.

The Sunday World gives the advertiser the largest Toronto circulation of any Toronto paper—Morning, Evening or Weekly — with possibly one exception.

With both papers the advertiser gets a combined circulation of more than 138,000, with a Toronto circulation of more than 96,000.

This is surely a combination worthy of your earnest consideration.

The Rev. John McNeil, the eminent pastor of Cooke's Church, spoke to a large gathering on March 24, on "Advertising the Church."

"You want to know that you have something to advertise" he said, "something worth talking about."

Every minister, he maintained, should have that feeling or quit; he must have the feeling that he has a part in the business, the home and the life and destiny of his fellow men.

He pleaded for the people to help each other and the church. The Bible was a great article, and should be pushed upon the market.

"Never get stereotyped" he advised, "never get into a jog trot; go out every day keyed up, heart and mind on edge again."

* * *

On Wednesday, April 1, Park Commissioner C. E. Chambers gave a most interesting talk on the park and boulevard system of Toronto, and fairly opened the eyes of his audience as to what has already been done in the past, and what the near future is likely to see accomplished.

A complete plan of the city and environs was thrown on the screen, and it was easy to follow the speaker in his claims that the present parks were too centralized and that there was urgent need of more breathing spaces in the outlying districts.

Nature had been kind as regards suitable routes for boulevards, and the numerous ravines with their picturesque scenery were adapted admirably for an encircling boulevard system from the Humber to the Don of 42 miles in length. This would be connected with lateral streets giving easy access to all parts of the city.

The decoration of the city with open spaces, the decoration of individual streets by the planting of shrubs and evergreens, the increase in the number of supervised playgrounds, and the number of sports provided for in the various parks were all touched on, and statistics given that must have carried conviction that Toronto, in this respect at any rate, is advertising itself in a manner that is bound to attract new citizens.

The Boys Like Them
"We like Buster Brown Stockings because we are not afraid to play hard and then have to go home and show mother the holes we have rubbed or torn in our stockings. And the stockings are mighty comfortable too."
The Mothers Like Them
"Every spare minute used to be taken up with the darning basket before I bought my boys Buster Brown stockings and the girls Buster Brown Sister's stockings. They are the nicest looking stockings they have ever worn and they have certainly saved money for me."
BUSTER
BUSTER BROWN'S SISTER'S STOCKING
BROWN STOCKINGS
Girls, Too—
Buster Brown stockings for boys are made in Black and Leather Shade Tan, of the best long fibre cotton specially twisted and tested for durability, with double leg and three-ply heel and toe.
Your dealer can supply you.
The Chipman-Holton Knitting Co., Limited
Largest Hosiery Manufacturers in Canada
Hamilton - Ontario
MILLS AT HAMILTON AND WELLAND, ONTARIO

Getting advertising value from a well-known comic series

A YEAR'S GROWTH IN CIRCULATION

AN ANALYTICAL COMPARISON OF THE WINNIPEG FREE PRESS CIRCULATION FOR 1913 OVER THAT OF 1912

PAID CIRCULATION—	1913	1912	Gain	Loss
City and Suburban Subscribers	**32,209**	28,044	**4,165**	...
City Newsdealers	**1,843**	1,578	**265**	...
City Newsboys and Counter Sales	**2,932**	2,721	**211**	...
Mail Subscribers	**16,861**	16,898	...	37
Newsdealers Outside City	**9,056**	8,452	**598**	...
News Agents on Trains	**718**	819	...	101
Special Orders	**46**	95	...	49
UNPAID CIRCULATION—				
City Complimentary and Exchanges	**337**	216	**121**	...
Carriers and Delivery Service	**745**	627	**118**	...
Employees and Office Counter	**638**	594	**44**	...
Outside Complimentary and Exchanges	**792**	916	...	124
Advertisers Outside City	**586**	631	...	45
TOTAL CIRCULATION	**66,757**	61,591		

TOTAL NET GAIN 5,166

The close student of circulation will find three outstanding features in the above report:

A circulation gain for 1912 of 5,166 copies.

A gain of 5,052 or 98 per cent. of the total gain in paid circulation.

A gain of 4,167 in the copies delivered directly into Winnipeg homes by our own carriers.

The FREE PRESS looks forward to a big general increase in national advertising for 1914, and with its improved equipment and service, coupled with a substantial gain in the right sort of circulation, confidently expects to receive its full share of every carefully planned appropriation.

The Winnipeg Free Press

is represented in Eastern Canada by every recognized agency, and by

EDGAR J. GUY,

Canada Life Building, Toronto

A Personal Message from Toronto's President

Slowly but surely Canadians are beginning to realize the wonderful importance of having the Convention of the Associated Advertising Clubs of America held in Toronto. Never in the history of our Country have we had such an opportunity of placing before the men, who are really doing things in this world, the wonderful resources of our Country, and the many opportunities offered to the manufacturer to locate in our Country and participate in the wonderful trade development that is bound to come during the next few years.

Industrial Commissioners all over Canada should attend the Toronto Convention and by various methods show the visitors what their particular community has to offer in the shape of inducements to have manufacturers locate in their city.

Canadians as a whole should combine to offer a welcome to the visiting Ad. Men during their visit to this Country, and even though they enter our Country from such distant points as Halifax or Vancouver, their progress to Toronto should be a pleasant one and a kindly welcome should be extended whenever the opportunity offers itself.

There are so many wrong impressions abroad about Canada, and Canadians, that we should not miss an occasion to correct these wrong opinions and give to our visitors a true impression of our Country, that they themselves will be as favorably impressed with this fair Dominion as we are ourselves.

W. G. ROOK.

WHAT ADVERTISING IS—AND WHAT IT DOES

By Charles F. Higham

A striking analysis from the first issue of "Higham's Magazine." The arguments so lucidly brought out in this new business promoter apply with equal force to existing Canadian conditions. No apology is required for its reproduction.—Editor.

TO the business man—Manufacturer, Wholesaler or Retailer—who thinks his business doesn't need the motive power of publicity.

Let us warn our readers; this isn't a clever article. It is just a simple statement of fact for the man who is not versed in Advertising lore, showing that Advertising is a power which few business men can afford to disregard.

Firstly, Advertising as we understand it is that means of making known one's goods, which results in the ultimate profitable disposal of them.

There were days when Advertising was almost unknown, and we are told that the world got along very well without it; we are assured that better prices were then obtained and profits were larger than they are today.

We admit all this, but in those days lots of other things were unknown to them—Gramophones, Telephones, Pianolas, Filing Cabinets, Fountain Pens, Typewriters, Motor Cars, Aeroplanes, Electricity, etc., but who says they are unnecessary today or that we could get along as well without them? They add to our comfort, convenience and pleasure, and certainly most of them can be said to have very materially increased business efficiency.

Higher prices were obtained, but we doubt if any extra benefit resulted to the seller, for today lower prices simply mean the increased spending power of the people.

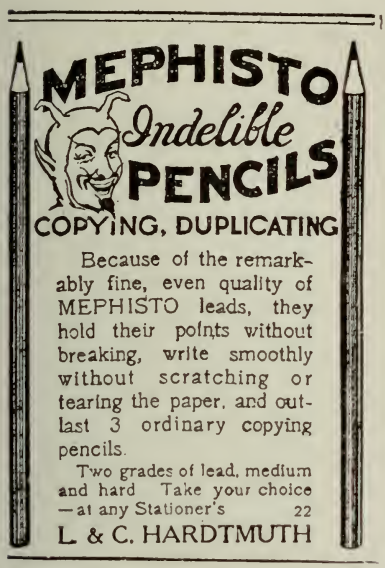
The reduction in prices affects everyone, buyer as well as seller; he sells more cheaply because he buys more cheaply, and after all the seller is a part of the general public. If he sells groceries, he and his family buy dress, furniture, and the many other things sold by his fellow-tradesmen.

Competition has affected trade, and many of yesterday's customs and practices have changed to meet modern day conditions. It is very doubtful if the good old days were as good as they are made out to be; but whether this be so or not, we are living in the land of today, and the new must be accepted in place of the old if business success is desired.

There are more factories making the same things today than ever there were—incidentally there is a greater demand for those things—but it stands to reason that the factory possessing the most efficient system of distribution is the one that works full time and therefore is the most profitable; and be it remembered, efficient distribution

means the creating of a demand by means of advertising to the public.

The factory needs the help of advertising, first of all to tell the wholesaler about its products; then the retailer, who must in turn


MEPHISTO
Indelible
PENCILS
COPYING, DUPLICATING
Because of the remarkably fine, even quality of MEPHISTO leads, they hold their points without breaking, write smoothly without scratching or tearing the paper, and outlast 3 ordinary copying pencils.
Two grades of lead, medium and hard. Take your choice —at any Stationer's 22
L. & C. HARDTMUTH

In support of the dealer—Vital points brought out

buy from the former; and last, the public, who must be told that the retailer can supply the goods in question.

The advertising would principally be directed to the public, for they are the ultimate buyers, and if a demand be once created the retailer or wholesaler will be ready enough to buy from the manufacturer.

That is one of the mistakes made most frequently by the manufacturer. He imagines that because he sells to the wholesaler or retailer, that they are the people to advertise to, if he advertises at all. He is wrong. It is futile for him to sell to the dealer if a demand from the public has not been created.

Our point is, however, that this demand can be created by the right kind of advertising, and it is only by advertising that anything can be sold today in sufficient quantities to be profitable.

Not only is it the manufacturer who needs to advertise; he does it to get a share of the business that would otherwise go to a competitor,

The Call of Spring
will soon be here
The open roads will beckon. Will you follow them?
Raleigh
Three Speed Raleigh - Ladies' or Gentlemen's Model $50.00
THE RALEIGH CYCLE CO., Toronto
RALEIGH "POPULAR" With COASTER BRAKE, $40.00
RALEIGH "GAZELLE" With COASTER BRAKE, $35.00
DEALERS WANTED

Timely and attractive copy

but the retailer too needs the help of advertising, or the goods which the manufacturer advertises to the public will be bought by them from the retailer's competitor at "the shop round the corner."

It may be said that this is not an ideal condition of things; that money spent in advertising to keep

business away from the man next door is, from the idealists' viewpoint, waste. So it may be, but we are talking business, not political economy, and the business man who has goods to sell must find a market for them or shut the shop.

Even in the olden days the most conservative shopkeeper announced the fact that he was a shopkeeper, otherwise he would have shut up shop too, and today, with today's competition, it needs more than a mere announcement to run profitably the smallest business.

Advertising is essential, and without it sales cannot be made. That has been proved, and is being proved day by day over and over again. What has, in a few years, built a business like Selfridge's, and what has turned Waring & Gillow's business from loss to profit? Advertising!

Advertising says of itself: "I am the means whereby factories are kept working day in, day out, and thousands of workers are employed all over the country. It is I who make possible the big stores of the great cities and the little shops of our countryside, and in them give employment to countless numbers of salespeople. I am evidence of progress, proof of good and profitable business—and I ask your acceptance of my powers."

And—nowadays, you do not have to spend your money for

Timely good use of white space

advertising until your goods are distributed.

And, what is more, advertising can be proven to be an economical selling force by an expenditure of a few hundred pounds—not thousands, as some manufacturers, who hesitate to become advertisers, seem to believe.

Associated Advertising Clubs of America

ANNUAL CONVENTION

TORONTO

June 21st to June 25th, 1914

PROGRAMME OF BUSINESS SESSION TORONTO CONVENTION OF THE A. A. C. OF A.

June 21st to June 25th, 1914

AUTHORIZED BY THE PROGRAMME COMMITTEE

MONDAY, JUNE 22

GENERAL SESSION

10.30 A.M.—Transportation Building—William Woodhead, of San Francisco, Cal., president of the Associated Advertising Clubs of America, presiding.

10.30 A.M.—Calling the convention to order by the president.

10.35.—Formal opening of the convention by messages from H.I.M. The King of England, and His Excelleney, the President of the United States. Singing of the national hymns of Great Britain and of the United States by the entire audienee, led by the band.

Invocation by ————

Addresses of welcome: On behalf of H.R.H. the Duke of Connaught, by Sir John Gibson, governor of Ontario. On behalf of the provinee of Ontario, by Sir James Whitney, premier. On behalf of the eity of Toronto, by his worship Mayor Hocken. On behalf of the Toronto Ad Club, by William G. Rook, president.

Response on behalf of the Associated Advertising Clubs of America, by William Woodhead, president, followed immediately by the president's address.

Reports of officers: By the secretary, P. S. Florea, of Indianapolis, Indiana. By the treasurer, T. W. LeQuatte, of Des Moines, Iowa.

New business: Introduction of the report of the National Commission with new constitution and by-laws, by W. H. Ingersoll of New York city.

MONDAY MID-DAY

Official photograph:—Immediately following the adjournment of the morning session all delegates and visitors will gather on the Plaza, in front of the Band Stand, just outside the Transportation Building, where the official group photograph of the convention will be taken. Prompt attendance at the appointed place will facilitate carrying out the day's programme.

Luncheon may be purchased by delegates and visitors at the restaurant in the Government Building.

Notice to members of the Conference of Committees (National Commission), and to chairmen of departments and champions of "Standards of Praetise": A special luncheon will be served on the second floor of the Administration Building at 12.30 P.M., William H. Ingersoll, chairman, presiding.

GENERAL SESSION

2.00 P.M.—Transportation Building—William Woodhead, of San Francisco, Cal., president of the Associated Advertising Clubs of America, presiding. Awarding the Dallas Ladies' Trophy. Awarding the Boston Mileage Banner. Awarding the Baltimore Truth Trophy. Contest for Printers' Ink Cup. Awarding "Advertising and Selling's" prize of $1,000 for the best contribution on some phase of advertising and selling. Address: Reading of the prize essay. Report of the committee on credentials.

New Business: Consideration and adoption of the new constitution.

Announcement of members of the Nomination Board.

TUESDAY, JUNE 23

TUESDAY FORENOON

Departmental Sessions—**9.30** A.M.—Each department will meet at 9.30 A.M. in the hall assigned to it, to consider two important subjects: (1) The business of organization where necessary to comply with the spirit of the new constitution and by-laws; (2) To consider, discuss and adopt a "Standard of Practise." The following list gives the departments, the places of meeting, the chairman of each department, and the champions of practise in each department.

Advertising agents:—Horticultural Hall. Chairman: William H. Johns of New York city; vice-president of George Batten Company.

Agricultural Publications:—Dairy Building. Chairman: T. W. LeQuatte, of Des Moines, Iowa, advertising manager of "Successful Farming."

Direct Advertising:—Chairman, Homer J. Buckley, of Chicago; of Buckley, Dement & Company.

Directories.—Chairman: Wilson H. Lee, of New Haven, Connecticut, president and treasurer of the Price & Lee Company.

Engraving.—Chairman: E. W. Houser, of Chicago, Illinois, president of the Barnes-Crosby Company.

General Advertisers:—Applied Arts Building. Chairman: O. S. Harn, of New York city, manager of the advertising department of the National Lead Company.

House Organs.—Chairman: George Walker, of St. Louis, Mo.; manager Multiplex Fixture Company.

Magazines:—Horticultural Building. Chairman: Lee Maxwell, of New York city; advertising manager of "The American Magazine."

Newspapers.—Horticultural Building. Chairman: Jason Rogers, of New York city; publisher of the "Globe."

Out-Door Advertising: Horticultural Building. Chairman: O. J. Gude, of New York city; of O. J. Gude Company.

Printing:—Dairy Building. Chairman: E. Lawrence Fell, of Philadelphia, Pa.; president of the Franklin Printing Co.

Religious Press:—Applied Arts Building. Chairman: W. J. McIndoe, of New York city, of "The Continent."

Retail Advertisers:—Transportation Building. Chairman: Manley M. Gillam, of New York City.

Specialty Advertising:—Dairy Building. Chairman: Charles Q. Petersen, of Chicago, Ill.; of the Advertising Novelty Co.; president National Association of Advertising Specialty Manufacturers.

Technical Publications: Chairman: Fred D. Porter, of Chicago, Ill.; president of "The National Builder."

Trade Press:—Horticultural Building. Chairman: W.H. Ukers, of New York city; president of "The Tea and Coffee Trade Journal."

TUESDAY MID-DAY

Departmental Sessions—**2 p.m.**—Advertising Agents—Horticultural Building. Chairman: William H. Johns, of New York city.

2.10 P.M. — Address: "The Advertiser and the Advertising Agency." By George W. Hopkins, of Kansas City, Mo.; vice-president of the Loose-Wiles Biscuit Co.

2.40 P.M.—Address: "Possible Improvement of Relationship Between Agencies and Publishers." By James M. Dunlap, of Chicago, Ill.; of the Dunlap-Ward Advertising Agency; president Advertising Association of Chicago.

3.10 P.M.—Address: "Improvement in Agency Practise," by Percy C. Burton, of London, England; of P. C. Burton Co., Ltd.

3.40 P.M.—Address: by M. E. Gould, of New York city; of M. P. Gould Company, advertising agents.

4.10 P.M.—Address: "What the Truth Seal Means to the Advertising Agents." By R. R. Shuman, of Chicago, Ill.; president Shuman-Booth Company. General Discussion: led by Henry B. Humphrey, of Boston, Mass.; of H. B. Humphrey Company.

Agricultural Publications—Dairy Building. Chairman: T. W. LeQuatte, of Des Moines, Iowa.

2.10 P.M.—Address: "Articles Largely Used by Farmers and Not Advertised in Farm Papers." By Col. Frank P. Holland, Dallas, Texas; of "Holland's Magazine."

2.40 P.M.—Address: "What is the Value to the Advertiser of the Small Fruit Farmer and Chicken Raiser?" By George W. Welsh, of Grand Rapids, Mich.; manager of "The Fruit Belt."

3.10 P.M.—Address: "The Non-Support of Advertisers by Dealers." By S. R. McKelvie of Lincoln, Nebraska; publisher of "The Nebraska Farmer."

4.10 P.M.—Address: "Objectionable Advertising," by J. L. Kingsbury, of Inadinpolis, Ind.; manager Indiana Farmer Co.

DIRECT ADVERTISING

Chairman: Homer J. Buckley, of Chicago, Ill.

2.10 P.M.—Address: "Direct Mail Advertising." By Ramsey Oppenheim, of San Francisco, Cal.; Ramsey Oppenheim & Co., mail advertising.

2.40 P.M.—Address: "The Part Direct Advertising Plays in a Manufacturer's Advertising Campaign," by C. R. Trowbridge, of Wishawaka, Ind.; advertising manager of the Dodge Manufacturing Co.

3.10 P.M.—Address: "Direct Advertising to Reach the Agricultural Trade," by G. B. Sharpe, of New York city; advertising manager of the De Laval Separator Co.

3.40 P.M.—Address: "Right Use of Consumer Literature by the Dealer," by John Allen Underwood, of Piqua, O.; manager of the Advertising Department of the Favorite Stove & Range Co.

4.10 P.M.—Address: "Locating and Maintaining Confidence," by E. Earl Edwards, of New Orleans, La.; with Barron G. Collier, Inc.

DIRECTORIES

Chairman: Wilson H. Lee, of New Haven, Conn.

2.10 P.M.—Address: "City Directories the Connecting Link Between Nationally Created Demand and the Local Dealers," by R. L. Polk, Jr., of Detroit, Mich.; of R. L. Polk and Co.

2.40 P.M.—Address: "Relations with Advertising Agencies; the Necessity of Educating Advertising Men to see What Directories Offer," by A. V. Williams, of Cincinnati, O., of the Williams Directory Co.

3.10 P.M.—Address: "Proper Use of Directories in Direct Advertising Campaigns."

3.40 P.M.—Address: "Prosecution of Fake Mediums and the Campaign of the American Association of Directory Publishers," by Reuben H. Donnelly, of Chicago, Ill.; of R. R. Donnelly & Sons Co.

4.10 P.M.—Address: "Censorship of Advertising," by B. V. Moore, of Fargo, N.D., secretary of the Dakota Trust Co.

ENGRAVING DEPARTMENT

Chairman: F. W. Houser, of Chicago, Ill.

2.10 P.M.—Address: "The Photo-Engraving Process, What It Is, and Its Importance to Advertisers."

2.40 P.M.—Address: "The Engraver and the Adver- tiser."

3.10 P.M.—Address: "The Engraver and the Advertising Agency."

3.40 P.M.—Address: "The Engraver and the Publisher."

4.10 P.M.—Address: "Make the Illustration Tell the Truth," by G. H. Rowlin, of Winnipeg, Can.; Advertising manager T. Eaton Co., Limited.

GENERAL ADVERTISERS

Horticultural Building. Chairman: O. C. Harn, of New York city.

2.10 P.M.—Address: "The Consumer's Interest in Advertising," by Prof. Paul T.

NORRIS-PATTERSON SERVICE

¶ No advertiser—however big, however small—can afford to handle his own advertising.

¶ The intimate knowledge of media—the cognizance of existing trade conditions—the mountains of necessary detail work—these, and many other conditions render the handling of an advertising appropriation by any individual firm a most unprofitable undertaking.

¶ The solution lies in the employment of a well-equipped, reliable advertising agency.

¶ NORRIS - PATTERSON'S SERVICE is personal, thorough, and well-equipped in every department.

¶ The fact that for a number of years we have given satisfactory and profitable service to many of our leading advertisers assures you that your appropriation with us will be in the safest hands.

¶ 'Phone Adelaide 2231 or drop us a line asking our representative to lay our propositions before you.

Norris-Patterson Limited

Advertising Agency

Mail Building, Toronto, Can.

Cherington, of Cambridge, Mass.; of the Harvard Graduate School of Business Research.

2.40 P.M.—Address: "Mail Pieces in Advertising and Selling," by Charles W. Hoyt, of New Haven, Conn.; Advertising and Sales Management.

3.10 P.M.—Address: "Co-relating Advertising and Sales," by V. L. Price, of St. Louis, Miss.; chairman of the executive committee of the National Candy Co.

3.40 P.M.—Address: "The Underlying Principle of Truth as the Real Reason for American Advertising Success," by W. A. Shryer, of Detroit, Mich.; of the American Collection Service.

4.10 P.M.—Address: "Fighting the Confidence-Destroying Competition of the Faker," by A. M. Candee, of Milwaukee, Wis.; Advertising manager of the National Enameling & Stamping Co.

HOUSE ORGANS

Chairman: Geo. Walker, of St. Louis, Mo.

2.10 P.M.—Address: "An Analysis of the Underlying Fundamental Causes Which Make a House Organ Desirable or Undesirable for a Business," by Brad Stephens, of Boston, Mass.; editor of "Direct Advertising."

2.40 P.M.—Address: "Building a House Organ to Last," by R. E. Gammel, of Cleveland, O.; of the David Gibons Co.

3.10 P.M.—Address: "Eliminating the Wastefulness in House Organ Advertiisng," by Frank G. Eastman, of Detroit, Mich.; editor of "The Packard," issued by the Packard Motor Car Co.

3.40 P.M.—Address: "Using House Organs to Get Indirect Returns," by M. S. Kimball, of Plymouth, Mass.; advertising department of the Plymouth Cordage Co.

4.10 P.M.—Address: "Maintaining a Dependable Standard," by George A. Cummings, of Sacramento, Cal.; advertising manager George Breuner Co.

MAGAZINES

Horticultural Building—Chairman: Lee Maxwell, of New York city.

Speakers to be appointed.

4.10 P.M.—Address: "The Vigilance Movement and the Magazine."

NEWSPAPERS

Horticultural Building—Chairman: Jason Rogers, of New York city.

2.10 P.M.—Address: "The True Functions of a Daily Newspaper," by Elbert H. Baker, of Cleveland, O.; president of the American Newspaper Publishers Association; president and General Manager "The Cleveland Plain Dealer."

2.40 P.M.—Address: "Improving and Safe-Guarding Relations Between Advertising Agents and Newspapers; Standardizing Newspaper Practise." by John M Imrie, of Toronto, Ont. secretary of the Canadian Press Association.

3.10 P.M —Address: "How the Worst Advertising May Be Made the Best," by Victor Leonard, of New York city; advertising manager of the Standard Milling Co.

3.40 P.M.—Address: "Something More than Solicitation," by M. J. Hutchinson, of Regina, Sask.; advertising manager of "The Leader."

4.10 P.M.—Address: "Clean Pages the Best Policy," by E. L. Clifford, of Minneapolis, Minn.; advertising manager of the Minneapolis "Journal."

OUT-DOOR ADVERTISING

Horticultural Building.—Chairman: O. J. Gude, of New York city. Speakers to be appointed

4.10 P.M.—Address: "Living Up to the Truth Seal of the A.A.C. of A.," by A. S. Cale, of St. Louis, Mo.; advertising counsellor.

PRINTING

Dairy Building—Chairman: E. Lawrence Fell, of Philadelphia, Pa.

2.10 P.M.—Address: "The Last Word on Catalogues for Mail Order Houses," by T. E. Donnelly, of Chicago, Ill.; of R. R. Donnelly & Sons Co.

2.40 P.M.—Address: "How to Sell Advertising Materials Through an Advertising Agency," by Mansfield F. House, of Montreal, Que.; managing director the Advertising Service Co., Limited.

3.10 P.M.—Address: "Reducing the Cost of Selling; Dividing the Cost of Dummies Between Customer and Printer," by Henry P. Porter, of Boston, Mass.; chairman committee on Apprentices, United Typothetae and Franklin Clubs of America.

3.40 P.M—Address: "Selection of Types for Display Advertising," by Henry F. Bullen, of Jersey City, N.J.; manager of efficiency department, American Type Founders Co.

4.10 P.M.—Address: "The Vigilance Yard Stick Applied to Printing," by Ray Whittern, of Salt Lake City, Utah; with the Schmidt Lithograph Co.

RELIGIOUS PRESS

Applied Arts Building—Chairman: W. J. McIndoe, of New York city.

2.10 P.M.—Address: "Advertisers Who Ought to Use the Religious Press and How to Reach Them," by J. W. Clinger, of Boston, Mass.; advertising manager of "The Christian Endeavor World."

2.40 P.M.—Address: "The Relation of Religion to Business Prosperity," by Nolan R. Best, of Chicago, Ill.; of "The Continent."

3.10 P.M.—Address, "The Idealism of the Religious Press and Its Value to the Business Community," by Rev. William E. Barton, D.D., of Oak Park, Ill.; editor of "The Advance."

3.40 P.M —Address: "Standard of Censorship of Advertising Copy in Religious Publications," by — Lowry, of Philadelphia, Pa.; of the Religious Press Association.

4.10 P.M —Address: "Keeping the Faker Out," by Robert Armstrong, of Los Angeles, Cal.; general manager Guy M. Rush Co.

RETAIL ADVERTISING

Transportation Building—Chairman: Manley M. Gillam, of New York city.

2.10 P.M.—Address: "Where There Is No Vision, the People Perish," by Mrs. Jessie L. Leonard, of Boston, Mass.; secretary of the Boston Women's Publicity Club; Advertising

and sales manager of the Natural Line Corset Co.

2.40 P.M.—Address: "Honesty the Most Important Factor in Retail Advertising," by C. L. Brittain, of Kansas City, Mo.; advertising manager of "Kline's."

3.10 P.M.—Address: "The Mail Order Field for the Retail Dealer," by C. M. Baird, of Minneapolis, Minn.; Advertising manager of the Plymouth Fur Co.

3.40 P.M.—Address: "The Problems of the Small Retail Dealers," by Harvey R. Young, of Columbus, O.; advertising manager of the Columbus "Dispatch."

4.10 P.M.—Address: "Truthful and Untruthful Advertising as Applied to Business Building," by George H. Eberhard, of San Francisco, Cal.; president the George F. Eberhard Co.

SPECIALTY ADVERTISING

Dairy Building—Chairman: Charles Q. Petersen, of Chicago, Ill.

2.10 P.M.—Address: "How the Specialty Manufacturers Can Co-operate with the Advertising Agency," by H. Walton Heegstra, of Chicago, Ill.; of the H. W. Heegstra Advertising Service.

2.40 P.M.—Address: "Specialty Manufacturers Recommend the Use of Specialties by Other Mediums; How Can the Specialty Manufacturer Advertise His Business Besides Using Goods of His Own Manufacture?" by J. M. Hopkins, of New York city; general manager "Printer's Ink."

3.10 P.M.—Address: "What Can a Specialty Manufacturer Do to Help the Work of His Local Club?" by O. G. Williams, of Chicago, Ill.; of the O. G. Williams Mfg. Co.

3.40 P.M.—Address: "Literature of Advertising Which Should be in the Office of the Specialty Manufacturer, Developing Sales Efficiency by this Means," by Mac Martin, of Minneapolis, Minn.; of the Mac Martin Advertising Agency.

4.10 P.M.—Address: "Vigilance in the Specialty Field," by John H. Rennard, of Pittsburgh, Pa.; president John H. Rennard Co., advertising.

TRADE AND TECHNICAL PUBLICATIONS JOINTLY

Horticultural Building—Chairman: Fred D. Porter, of Chicago, Ill.; president of "The National Builder."

2.10 P.M.—Address: "Should Trade and Technical Publications Publish House Organs for Their Customers?" by George F. Wilson, of Milwaukee, Wis.; of The Cramer-Krasselt Co.

Speakers to be appointed.

4.10 P.M.—Address: "The Vigilance Movement," by Lewis H. Clement, of Toledo, O.; president the Whitney & Currier Co.

TUESDAY EVENING

8.00 P.M.—Transportation Building.

8.00 P.M.—Lecture: "The Use and Value of Motion Pictures and Lectures in an Advertising Campaign," by Edwin L. Barker, of Chicago, of the International Harvester Co.'s service bureau.

8.20 P.M.—Motion Picture Lecture: "The Dawn of Plenty," by Ralph Bradford, of Chicago, Ill., of the International Harvester Co.'s service bureau.

9.40 P.M.—Motion Picture Lecture: "The Brighten-Up Crusade," by C. M. Lemperley, of Cleveland, O.; advertising manager of the Sherwin-Williams Co.

The Exhibit.—The exhibit of advertising methods and material, will be open during the entire evening to the visitors, to the convention and to the general public. Printed and Lithographed Display at the Art Gallery. Store and Window Displays in the Gas Building. British Exhibit in the Gas Building.

DEPARTMENTAL SESSIONS

8.00 P.M.—**Direct Advertising**—Chairman, Homer J. Buckley, of Chicago, Ill.

8.10 P.M.—Address: "Direct by Mail Advertising," by Fred Webster, of Holyoke, Mass.; advertising manager American Writing Paper Co.

8.40 P.M.—Address: "Creating an Atmosphere in Mail Order Catalogues," by Robert R. Updergraff, of Salem, Mass.; manager department of publicity, Daniel Low & Co.

9.10 P.M.—Address: "Intensive Advertising," by Merle Sidener, of Indianapolis, Ind., publicity counsel.

9.40 P.M.—Address: "Giving the Letter Life and Decent Dress," by Louis Victor Eytinge, of Florence, Ariz.

HOUSE ORGANS

Chairman: George Walker, of St. Louis, Mo.

8.10 P.M.—Address: "Should the House Organ Be Devoted Entirely to the Interests of the Publisher, or to Broadening the Business Ability of Its Readers?" by R. L. Spencer, of Detroit, Mich.; sales and advertising manager of the Federal Motor Truck Co.

8.40 P.M.—Address: "The Use of a House Organ to Create the Right Spirit Among Employees," by Ernest C. Moses, of Chicago; assistant advertising manager of the American Radiator Co.

Other speakers to come.

NEWSPAPERS

Horticultural Building—Chairman: Jason Rogers, of New York city.

8.00 P.M.—Address: "How Can the Efficiency of Newspaper Advertising Be Increased?" by Wareham Smith, of London Eng.; of Associated Newspapers, Ltd.

8.30 P.M.—Address: "Advertising Advertising: with Particular Reference to Work in this Direction by the Canadian Press Association," by William Findlay, of Ottawa, Ont.; manager of the Ottawa "Free Press."

9.00 P.M.—Address: "Treating Advertising Columns by Application of Editorial Rules," by Marshall Ballard, of New Orleans, La.; of the New Orleans "Item."

9.30 P.M.—Address: "Improving the Physical Appearance of a Newspaper." Illustrated by the stereopticon. By Will Bradley, of New York, of Will Bradley's Studios.

10.10 P.M.—Address: "Eliminating False and Misleading Advertising," by J. J. O'Neill,

of Manchester, England; advertising department of "The Manchester Guardian."

RETAIL ADVERTISING

Chairman: Manley M. Gillam, of New York City.

8.10 P.M.—Address: "Co-operating with the Dealer to Increase His Sales," by Louis K. Liggett, of Boston, Mass.; president of the United Drug Co.

8.40 P.M.—Address: "Style of Advertising." Illustrated by stereopticon. By Frank A. Black, of Boston, Mass.; of the advertising department of "Filene's."

9.10 P.M.—Address: "Tying Up Window Display with National Advertising," by C. J. Potter, of St. Louis, Mo.; of "The Drygoodsman."

9.40 P.M.—Address: "The Future of the Specialized Store," by W. A. Ferree, of St. Louis, Mo.; of Nelson Chesman & Co.

WEDNESDAY, JUNE 24

Wednesday Morning—Departmental Sessions, 9.30 A.M.—**Advertising Agents**—Horticultural Building—Chairman: William H. Johns, of New York City.

9.40 A.M.—Address, "An Eventful Year in Advertising Agency History," by Major E. P. Critchfield, of Chicago, Ill.; of the Taylor-Critchfield Co.

10.10 A.M.—Address.
by Joseph H. Finn, of Chicago, Ill.; of the Nichols-Finn Advertising Agency.

10.40 A.M.—Address: "The Analyses of Industries as They Develop Business," Charles Coolidge Parlin, of Boston, Mass.; chief of the Research Department of the Curtis Publishing Co.

11.10 A.M.—Address: "What Training is Necessary to Efficiency in Malking Public Opinion," by Arthur Brisbane, of New York City; editor of the New York "Journal."

11.40 A.M.—Address: "How the Educational Work Trains Better Advertising Agents."

General Discussion: led by Richard A. Foley, of Philadelphia, Pa.; of the Richard A. Foley Advertising Agency.

AGRICULTURAL PUBLICATIONS

Dairy Building—Chairman: T. W. LeQuatte, of Des Moines, Ia.

9.40 A.M.—Address: "Character of Circulation as Indicated by the Methods of Obtaining It," by Perley E. Ward, of Springfield, Mass.; circulation manager of Orange Judd Co.

10.10 A.M.—Address: "Getting the Farmers to Make the Dealers Stock the Goods," by Frank W. Lovejoy, of Racine, Wis.; director of advertising, "The Wisconsin Agriculturist."

10.40 A.M.—Address: "The Farmer's Influence in Maintaining Prices of Advertised Products," by F. E. Long, of Chicago, Ill.; president "National Stockman and Farmer" and "The Farmers' Review."

11.10 A.M.—Address.

11.40 A.M.—Address: "How the Educational Work Trains Better Men for the Agricultural Publications."

DIRECT ADVERTISING

Chairman: Homer J. Buckley, of Chicago, Ill.

9.40 A.M.—Address: "The Punch Behind the Pen," by Charles R. Wiers, of Buffalo, N.Y.; chief correspondent of the Larkin Co.

10.10 A.M.—Address: "The Preparation and Care of Direct Advertising Mailing Lists," by W. K. Page, of Chicago, Ill.; advertising manager of the Addressograph Co.

10.40 A.M.—Address: "Use of the Educational Publicity Booklet," by Edwin L. Barker, of Chicago, Ill.; advertising department of the International Harvester Co.

11.10 A.M.—Address.

11.40 A.M.—Address: "How the Educational Work Trains Better Men for Direct Advertising."

DIRECTORIES

Chairman: Wilson H. Lee, of New Haven, Conn.

9.40 A.M.—Address: "How Can Directories Better Serve Advertisers and the Public?" by H. J. Farnham, of Springfield, Mass.; of the Price & Lee Co.

10.10 A.M.—Address: "Educating the Public to Contents and Uses of Directories," by J. Felvy Henderson, of Winnipeg, Man.

10.40 A.M.—Address: "Essential Differences Between Creative and Reference Advertising," by Grosvenor D'W. Marcy, of Boston, Mass.; secretary of the Sampson & Murdock Co.

11.10 A.M.—Address: "Getting the Most Value Into Directory Advertisements; What Is Wanted."

11.40 A.M.—Address: "How the Educational Work Trains Better Men for Directory Advertising."

ENGRAVING

Chairman: E. W. Houser, of Chicago, Ill.

9.40 A.M.—Address: "The Elements of Time and Cost and Their Bearing on Results."

10.10 A.M.—Address: "The Preparation of Photographic Copy."

10.40 A.M.—Address: "The Sketch and the Drawing."

11.10 A.M.—Address: "The Finished Plate."

11.40 A.M.—Address: "How the Educational Work Helps Engravers."

GENERAL ADVERTISERS

Horticultural Building—Chairman: O. C. Harn, of New Yory city.

9.40 A.M. — Address: "Advertising, — A Science or an Art?" by C. H. Weller, of Iowa City, Ia.; president of Associated Advertising Clubs of Iowa.

10.10 A.M.—Address: "World Publicity as the Englishman Sees It," by Charles F. Highman, of London, Eng.; of Charles F. Highman, Ltd.

10.40 A.M.—Address: "Advertising the Resources of a Country," by W. J. White, of Ottawa, Can.; Inspector of U.S. agencies, Immigration Bureau, Department of the Interior, of the Dominion of Canada.

11.10 A.M.—Address: "Trade Marks in Business Development," by Clowry Chapman, of New York city; trade mark specialist.

11.40 A.M.—Address: "How the Educational Work Trains Better Men for Service the General Advertisers."

HOUSE ORGANS

Chairman: George Walker, St. Louis, Mo.

9.40 A.M.—Address: "The Use of a Magazine to Boost a City," by Clifton D. Jackson, of Mount Clemens, Mich.; secretary of the Business Men's Association.

10.10 A.M.—Address: "Bringing Back Prosperity; the Story of the 'Forward Again' Movement; Its Method and Concrete Results," by C. M. Lemperley, of Cleveland, O.; advertising manager of Sherwin-Williams Co.

10.40 A.M.—Address: "Getting Advertising Results with the 'Timken Magazine.'" by Edwin A. Walton and Myron Townsend, Detroit, Mich.; of the "Timken Magazine," issued by the Timken Roller Bearing Co.

11.10 A.M.—Address: "What the General Advertising Man Can Do to Encourage and Benefit the Advertiser," by C. R. Lippman, of New York City; sales and advertising counsellor.

11.40 A.M.—Address: "How the Educational Work Trains Better Men for House Organs."

MAGAZINES

Horticultural Building—Chairman: Lee Maxwell, of New York city.

Speakers yet to be appointed.

11.40 A.M.—Address: "How the Educational Work Trains Better Advertising Men for the Magazines."

NEWSPAPERS

Horticultural Building—Chairman: Jason Rogers, of New York City.

9.40 A.M.—Address: "The New Ad Man—The Advertising Counsellor: How He will Increase the Efficiency of Newspaper Advertising," by William C. Freeman, of New York city; advertising counsellor of "The Globe."

10.10 A.M.—Address: "Developing Interest in Advertising Through the News Columns," by A. L. Shuman, of Fort Worth, Texas; advertising manager the Fort Worth "Telegram."

10.40 A.M.—Address: "Co-operation with Advertisers to Increase Results," by Frank D. Webb, of Baltimore, Md.; advertising manager the Baltimore "News."

11.10 A.M.—Address: "How National Advertisers Can Use Newspapers Effectively," by Dan A. Carroll, of New York City, of the Six Point League.

11.40 A.M.—Address: "Facts About Trade Territories Which Advertising Agents Ought to Know," by Elon G. Pratt, of New York City; of the J. Walter Thompson Co.

12.10 A.M.—Address: "How the Educational Work Trains Better Advertising Men for the Newspapers."

OUT-DOOR ADVERTISING

Horticultural Building—Chairman: O. J. Gude, of New York city.

9.40 A.M.—Address: "British Out-Door Advertising—Its Character, Efficiency and General Tendency," by Walter Hill, of London, Eng.; of Walter Hill & Co., advertising agents and contractors.

10.10 A.M.—Address: "What Makes Good Posters," by W. Dieckmann, of Berlin, Germany; advertising specialist.

Speakers to come.

11.40 A.M.—Address: "How the Educational Work Makes Better Out-Door Advertising Men."

PRINTING

Dairy Building—Chairman: E. Lawrence Fell, of Philadephia, Pa.

9.40 A.M.—Address: "Booklet and Catalogue Building," by B. F. Corday, of Cleveland, O.; president and treasurer of the Corday & Gross Co.

10.10 A.M.—Address: "The Development of Advertising Service," by Don Herold, of Indianapolis, Ind.; of the Hollenbeck Press.

10.40 A.M.—Address: "Type Faces and Their Best Arrangement for Display Advertising," by A. F. Mackay, of Philadelphia, Pa.; typographic department of the Lanston Monotype Machine Co.

11.10 A.M.—Address: "How Type Can Be Made to Talk," by Bernard J. Lewis, of Boston, Mass.; treasurer of the Stetson Press.

11.40 A.M.—Address; "How the Educational Work Helps the Printers."

RELIGIOUS PRESS

Applied Arts Building—Chairman: W. J. McIndoe, of New York city.

9.40 A.M.—Address: "Closer Co-operation Between Religious Papers; (a) How Can We Secure a Larger Degree of Co-operation? (b) Is a Combination of Non-Competitive Papers Desirable?" by J. F. Jacobs, of Clinton, South Carolina; of Jacobs & Co.

10.10 A.M.—Address: "Co-operative Advertising of the Religious Press," by J. S. Dickerson, of Chicago, Ill.; Editor of "The Standard."

10.40 A.M.—"Developing an Intentional Interest in the Advertising of the Religious Press: (a) How Can We Secure Co-operation of Christian Advertisers? (b) How Can We Develop Replies?" by Oliver R. Williamson, of Chicago, Ill.; publisher of "The Continent."

11.10 A.M.—Address: "Circulation of Religious Publications: (a) The Value of Home Circulation; (b) Should Quantity Be the Final Test of Value? (c) Quality Versus Quantity." By Otto Koenig, of New York City; of "The Christian Herald."

11.40 A.M.—Address: "How the Educational Work Affects the Religious Press."

RETAIL ADVERTISING

Transportation Building—Chairman: Manley M. Gillam, of New York city.

9.40 A.M.—Address: "The Retail Advertising Appropriation; What to Spend," by W. A. Holt, of Los Angeles, Cal.; advertising manager of Bullock's."

10.10 A.M.—Address: "The Retail Advertising Appropriation: Where and How to Spend It," by J. J. Stokes, of Chicago, Ill.; president the Middle West Advertising Agency; formerly advertising manager for Marshall Field & Co.

10.40 A.M.—Address: "The Retail Advertising Appropriation: When to Spend It," by Walter S. Hamburger, of Baltimore, Maryland; advertising department Hochschild, Kohn & Co.,

11.10 A.M.—Address: "The Advance in British Retail Advertising," by George Edgar, of London, Eng.; of the "Advertiser's Weekly."

11.40 A.M.—Address: "How the Educational Work Trains Better Retail Advertising Men."

SPECIALTY ADVERTISING

Dairy Building—Chairman: Charles Q. Petersen, of Chicago, Ill.

9.40 A.M.—Address: "The Cost System as a Help to Manufacturing Efficiency and to Consistent Prices," by George H. Blanchard, of Brooklyn, N.Y.; of Blanchard Brothers.

10.10 A.M.—Address: "The Development of Efficient Salesmen from Inexperienced Material," by Charles R. Frederickson, of Coshocton, O.; president American Art Works.

10.40 A.M.—Address: "How the Evil of Lost Models and Sketches Can Be Minimized in Sales Promotion," by F. W. Gibson, of Boston, Mass.; of H. E. Beach Co.

11.10 A.M.—Address: "Dealing with the Jobber of Specialties in the Interest of the Consumer," by Al Martin, of Falconer, N.Y.

11.40 A.M.—Address: "How the Educational Work Makes Better Specialty Advertising."

TRADE AND TECHNICAL PUBLICATIONS JOINTLY

Horticultural Building—Chairman: W. H. Ukers, of New York City.

9.40 A.M.—Address: "The Service Triangle: How the Manufacturer, the Dealer and the Trade Paper Can Serve the Other Two, to the End of a Bigger and Better Business for All," by O. F. Byxbee, of Chicago, Ill.; president of Byxbee Publishing Co.

Speakers to be appointed

11.40 A.M.—Address: "How the Educational Work Trains Better Trade and Technical Advertising Men."

WEDNESDAY AFTERNOON

General Session—1.30 to 5 P.M.—Transportation Building. William Woodhead, of San Francisco, Cal., president of the Associated Advertising Clubs of America, presiding.

1.30 P.M.—General report of the Vigilance Committee, Harry D. Robbins, of New York city, chairman.

3.15 P.M.—General report of the Educational Committee, Herbert S. Houston, of New York City, chairman. Reports of sub-committees. Lecture Courses: Lewellyn E Pratt, of New York. Study Courses: Prof. Paul T. Cherington, of Cambridge, Mass. Small Town Club Work: O. R. McDonald, Des Moines, Iowa. Schools and Colleges: Harry Tipper, of New York city. Club Libraries: John Renfrew, of Los Angeles, Cal. Educating the Public: A. G. Newmyer, of New Orleans, La.

CONSUMER'S NIGHT

General Session—8 P.M.—Transportation Building—William Woodhead, of San Francisco, Cal., president of the Associated Advertising Clubs of America, presiding.

8.00 P.M.—Address: "The Average Woman Consumer—The Jury to Whom is Directed Two-Thirds of the Work of the Advertising Man," by Christine Frederick, Applecroft, Green Lawn, Long Island, N.Y.

8.30 P.M.—Address: "What Publicity Can Do for Transportation," by Gerrit Fort, of Omaha, Neb.; passenger traffic manager, Union Pacific Railroad Co.

9.00 P.M.—Address: "Economics and Advertising—Considered from the Standpoint of the Consumer," by George W. Hopkins, of Kansas City, Mo.; general sales and advertising manager Loose-Wiles Biscuit Co.

9.30 P.M.—Address: "The Philosophy of Buying," by Charles Coolidge Parlin, of Boston, Mass.; chief of the research department of the Curtis Publishing Co.

Educational Conference—**10.15** P.M.—An Educational Conference will be held in the Transportation Building, between the National Committee and the Educational Committees of each club. Herbert S. Houston, of New York city, chairman of National Education Committee, presiding.

THURSDAY, JUNE 25

Studying the Exhibits—The Exhibit of Advertising Methods and Material will be open during the entire morning which has been reserved for their examination and study. Printed and Lithographed Display at the Art Gallery. Store and Window Displays in the Gas Building. British Exhibit in the Gas Building.

Meeting of the Nomination Board—**9.30** A.M.—The Nomination Board will meet on the second floor of the Administration Building.

GENERAL SESSION

2.00 P.M.—Transportation Building—William Woodhead, of San Francisco, Cal., president of the Associated Advertising Clubs of America, presiding

2.00 P.M.—Report and recommendations of the National Commission.

2.30 P.M.—Addresses by foreign delegates: On behalf of Great Britain; on behalf of Germany; on behalf of France —Speakers to be appointed.

2.45 P.M.—Announcement by executive committee of name of next Convention City.

2.50 P.M.—Reading of the "Standards of Practise," adopted by each department, and their adoption as a whole by the Associated Advertising Clubs of America.

3.30 P.M.—Election of officers.

4.00 P.M.—Pledges of Fealty to the new administration.

4.30 P.M.—Singing of the ode to "Truth."

4.35 P.M.—Benediction, by Rev. William E. Barton, D.D., of Oak Park, Ill., editor of "The Advance." Adjournment.

5.00 P.M.—Meeting of the Newly-Elected National Commission.

TORONTO CONVENTION COMMITTEES

The following summarized reports of all Toronto Convention Committees that are likely to be of interest to our readers are absolutely authoritative, and are brought right up-to-date.

Mr. Frank H. Rowe, Chairman of Convention Committees, is to be congratulated on the masterly manner in which he has been handling the vast amount of work entailed and everything is running like a well oiled machine.

In every instance, preparations are further advanced than in any previous convention.

Ways and Means Committee—D. H. Ridout, Chairman: Records of monies received and promised, posted on the walls of the Toronto Ad Club, show steady and gratifying increase, and a very large number of most influential merchants have yet to be heard from.

Considerably more than half the amount required to finance the Convention has already been subscribed and there is not the slightest doubt that the required amount will be obtained with ease.

Hotels Committee—E. C. Phipps, Chairman: Although at one time some doubt was felt that Toronto was not in a position to look after such a large Convention as far as hotel accommodation was concerned, in a fitting manner, that day has passed, and now the Hotels Committee announce that they will be able to house even a larger number than at first estimated.

This is welcome news, and visitors may rest assured that they will be looked after in the very best shape.

Transportation Committee—W. J. Healy, Chairman: In the United States a two-cent rate has been agreed on, though summer tourist rates may be found to be even lower than this.

In Canada a single first class one-way fare, plus 25 cents for the round trip on the certificate plan, has been granted.

Ladies' Committee—Jno. Blackall, Chairman: Visiting ladies are promised the time of their lives, and the programme for them as arranged to date includes Monday Morning Session in Assembly Hall; Luncheon at City Dairy; Theatre Matinee; Moonlight on the Lake; Luncheon at Lambton Golf Club; Motor Tour; Reception by Mayor; Regatta, and Motor Cycle Sports; Trip to the Falls; and Military Tatoo.

As far as possible, escorts will be provided to take the ladies to any other places that they may wish to see.

Entertainment Committee—R. S. Coryell, Chairman: This committee's work has rounded into shape in a manner deserving of the highest praise, and there will be "something doing" in the entertainment line every moment not occupied by business sessions.

The 48th Highlanders' Band has been engaged for the whole Convention, and will play at the big Sunday afternoon gathering at Massey Hall, where a large choir under the leadership of Dr. Vogt, of Mendelssohn Choir fame, will give selections.

On Monday provision is made for mid-day band concerts, a motor ride through the city and a moonlight excursion on the Lake.

On Tuesday there will be band

A Quality Appeal to 32,500 of Canada's Most Progressive Farmers

It is generally acknowledged that the Canadian Countryman offers a unique setting for the advertiser's appeal to that class of farmer in all sections of Canada who is abreast of the times in study and practice of scientific methods of Agriculture.

An examination of the paper, week after week, will clearly indicate why it has been able to hold its readers so well, and produce exceptional results for advertisers.

The Canadian Countryman Publishing Company

60 Colborne St., TORONTO

T. J. Tobin, Advertising Mgr.

concerts and in the evening a mammoth water carnival, in which every kind of craft will compete. This will take place off the Convention Grounds.

On Wednesday the usual band performances with motor cycle races, concluding with a most elaborate Military Tattoo. This will probably be the most attractive entertainment feature, and is sure to be a novelty to the majority of our visitors. Tattoo is the name given to that period in a Military Camp or Barracks which occurs between dismissal from duty and "Lights Out." During this period the soldiers indulge in games of all sorts, boxing bouts and other forms of recreation and this programme as arranged depicts this phase of camp life, together with other features.

No less than nine massed bands will take part and the whole will be terminated with a brilliant display of fireworks.

Delegates may rest assured that there will be amusement aplenty for even the most exacting, but everything has been suitably arranged so as not to conflict with the business of the convention.

Halls and Grounds Committee—Murray Ross, Chairman: Every arrangement that foresight and care could make has already been completed for the very large number of meetings which will take place simultaneously during the convention. An innovation is a flashlight for timing the speakers and the division of the various halls has been made in an exceptionally convenient and effective maner. A thoroughly equipped post office with mail boxes and stamping machines in several places has been authorized by the postal authorities, and the official address

will be "The Advertising Club's Convention Post Office, Toronto." Visitors are advised to have all their mail addressed as above instead of to hotels, as it will assure absolutely prompt delivery and uncalled-for mail will be forwarded.

This should prove of the greatest convenience to visitors. Assurance is given that everything will be in readiness long before the convention assembles.

Decorations Committee — H. G. Hocken, Chairman: Elaborate street decorations along the lines of those at Exhibition time are being arranged for, and many leading merchants will co-operate in brightening up stores and streets. The main convention hall will be decorated on a very elaborate scale, and the accepted color scheme has been greatly admired by everyone who has seen it.

The Exhibition Grounds also promise to be a blaze of color. At night the Toronto Motor Boat Club and other clubs have promised to have out on the bay every craft they possess, brilliantly illuminated.

Registration and Information— J. B. Hallworth, Chairman: Everything possible for the effectual carrying out of this committee's work has already been accomplished and in addition to the main booth, there will be two other booths on the grounds for information only.

As many guests will be arriving prior to the convention, registration will be arranged by booths in the leading hotels, and everything is being done to facilitate the rapid handling of the large crowd of delegates.

Foreign Delegates—L. D. Ray, Chairman: At least 50 overseas delegates have already signified their intention to be present, and there is every likelihood of a further contingent from Germany. The Queens Hotel has been set aside for the foreign delegates. Definite information from a number of other places is still being waited for.

Luncheons Committee—C. A. Matson, Chairman: Luncheon and dinner will be served daily on the grounds and arrangements have been made for first-class menus and quick service. This will enable delegates to take in the whole of the convention without leaving the grounds. A most reliable firm of caterers has been obtained.

Church Committee — Geo. R. S. Flemming, Chairman: Definite promises have been received from eight churches that their pulpits will be open to Ad Men on Sunday morning, and a number of the most prominent advertising men of the world will be the speakers.

Among others, we may mention P. C. Macfarlane, Norman Hapgood, W. B. Morris, J. H. Appel, R. Adamson, P. Dixon (London, England), Glen Buck, H. N. Casson, Silas McBee.

Our readers will see from the above brief reports that everything at the time of writing, more than two months ahead, is in the best of shape.

There is ample time to put on the finishing touches.

— —

BURBA'S DARTS

Honesty in business is simply common sense.

* * *

It's all right to have a hobby, if it pays.

* * *

Have something to write about before attempting to write.

* * *

It is behind the partisan newspaper that corruption lurks.

THE SCIENCE AND ART OF ADVERTISING

Extracts from Address by C. E. Town, Assistant Secretary to the Chamber of Commerce, London, Eng.

THE be-all and end-all of true and good advertising is to build up goodwill and to create sales. Until our commercial men fully appreciate the true aims of advertising, they will only court failure. They must so advertise as to impress the public with confidence, thereby establishing goodwill for their business, and creating a determination to purchase. An advertisement that does not build up goodwill and create sales is a bad advertisement, and does not tend to benefit anyone, inasmuch as it fails in its object.

The respective advantages and disadvantages of varying media should be carefully studied before deciding which is the most suitable for the purpose required and most likely to bring about the most satisfactory results. There is little doubt that for lack of knowledge and sound judgment large sums of money have been wasted by the injudicious selection of media.

I do not know any business in which a fuller knowledge of details and a sounder degree of judgment is of more value than in the selecting of the best media for each and every class of advertisement. Those who desire to advertise to any considerable extent will find the best course to adopt is to place their advertisements in the hands of advertising agents recognized as sound, reliable men. The personal qualifications which I consider essential for efficient advertising are: Broadmindedness—the ability to take a long and wide view and to study the possibilities of markets.

Method—to plan for giving effective publicity to a well organized scheme. Receptiveness and adaptability—a brain readily sensitive to impressions as to salient selling points and a desire to investigate and to understand trade customs and conditions. Literary and artistic ability, which, with imagination, perception, and concentration, will produce versatility, originality, and initiative. Tact —to please and satisfy the class or type of customer which it is desired to reach. Decision and judgment which will gauge promptly and with accuracy an existing or probable demand.

To these must be added the general qualifications of character —integrity, courtesy, energy, and perseverance, enthusiasm and ambition, optimism and courage, which all must possess in varying degrees in every walk in life. I take for granted that those in or about to take up advertising have a good, general education, upon which to build up the specialized knowledge requisite for success.

Those associated with advertising need to be men of sound mental calibre, men of the best possible brain power, alert, well educated, and full of energy. They must be 'live men,' There is no room for the slacker.

THE PHOTOGRAPH IN ADVERTISING

By Arthur J. Brunner

Many a man deaf to all argument will believe his own eyes!

And so, Mr. Advertiser, when he wants to sell Mr. Buyer, uses pictures to tell his story. He is waking up to the absolute necessity of illustrations in his advertising literature. "For," says one advertiser, "you can skip the text, but you can't miss the picture unless you shut your eyes."

Perhaps the most used and most effective mode of illustration is the photograph. Take the big advertising campaign now being conducted by one of the leadinig makes of sectional book-cases and in which photographic illustrations are used exclusively. It is one of the biggest campaigns of the year, and the advertising manager responsible for its success, upon being asked what made his illustrations so natural, replied:

"We photograph living, walking, talking people!"

And there's your answer, the realism of photographic illustration. It's very evident sincerity and the conviction it carries are what make it so productive of results to the advertiser.

To any man engaged in the producing of advertising matter the photograph is an indispensable aid. He can scarce turn his efforts in a single direction without calling in the photographer to help "put across" his proposition. There is the manufacturer, for instance. Through the medium of the photograph he can show every step of production in his factory or plant from the time the raw material is received until the finished article is turned out in the shape of a bis-

YOURS
FOR $79!
If you want full Value in the way of: SAFETY: ECONOMY: APPEARANCE CONVENIENCE: - and at low cost - Send for data on PEDLAR'S METAL GARAGES
ask for catalogue No.
The PEDLAR PEOPLE, Limited
OSHAWA ONTARIO

Good use of small space

cuit, a basket, a machine or whatever he happens to make.

Another advertiser, say a jeweler, has in mind a fine descriptive catalog. Off goes the watches, the rings, the pins, the silverware to

tne photographers and back come beautifully arranged photographs showing his goods to the best possible advantage. The cut-maker and printer complete the job.

The maker of "Shortene" wants to tell you of the wonderful merits of his shortening, the delicious pies it bakes, the cakes and cookies it makes. In comes the photographer with his pretty girl models, his backgrounds and other paraphernalia. The stage is set, as it were, clever poses are arranged and snapped. A little later proofs are submitted, O.K.'d, and in a short time you will see this pretty maid smiling at you from the pages of your magazine and your daily paper, proclaiming the wonders of "Shortene."

THE KING OF BEASTS - THE KING OF SEEDS -
STEELE, BRIGGS'
"LION"
RED CLOVER
For Best Results
STRONG - VIGOROUS - AGGRESSIVE -
Tested for Purity and High Germination
YOUR DEALER CAN SUPPLY YOU
STEELE, BRIGGS SEED CO. LIMITED
HAMILTON TORONTO - WINNIPEG

A real "eye-catcher" with clever caption

Again, the clothing merchant wants to break away from the stilted, overdrawn clothes illustrations. The photograph solves the problem, and in his advertisements now appear real flesh and blood men garbed in real clothes just as they will look on you and me.

A trip through the automobile section of your magazine and you would think the photograph the only method of advertising illustration. Here's a photograph that shows your favorite car speeding along the broad highways of the suburbs. Another depicts the pleasures of touring the Continent in a "Six." Still another goes into detail and shows you the cross-section of a new type of engine, each and every advertisement with indisputable arguments, because

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building **TORONTO**

backed with the actual photographs.

And the Real Estate Operator. No drawings will do here. The homeseeker wants to know just exactly how the land looks, not how an artist thinks it ought to look, and so the actual photographs.

And so it is in every line of commercial endeavor, the photograph occupies a place of prominence in the advertising and selling end of the business.

Ever watch a salesman make his "talk," get the prospect up to the turning point, reach for his leather bound album of photographs, and clinch the sale with the terse remark, "and there's the proof!"

Photographic proof is indisputable proof, and when you inject that element of positive truthfulness into your illustration by means of the photograph, you come pretty near solving your selling problem.—*Practical Advertising.*

An important point has been gained if the appearance of the office is such as to make a favorable impression on the new customer.

* * *

When real wisdom comes to a man he is usually too old to make use of it.

THE MAN FOR THE JOB

The reason why so many business men cannot sell their own goods—or advertise them—is because they know too much about them.

It is the consensus of opinion among practical men that the man who knows how to build a locomotive should be able to sell one.

That isn't even a good theory—because it isn't true.

The man who knows most about selling is the man who knows most about the folks he is going to sell to—the man who can advertise the best is the fellow who knows how to interest the people he wants to read his advertising.

The man who knows so much about the way a boat is operated, too often gets out of touch with the reasons why it is operated at all. He is a good man for the engine room, to keep up the steam and keep down the coal bills, but often he is lost when it comes to filling the boat with a cargo and passengers.

When you want a thing done—get an outside eye with a fresh viewpoint—and don't let him get too much of the inside atmosphere.

Christ took twelve lowly, largely illiterate, ordinary flesh and blood men out of the highways and byways to spread the gospel.

Anybody knows that the rabbis of the Sanhedrin knew more about gospelling than such folks could. But then, of course, He had no "first principles" to follow—E. St. Elmo Lewis.

MEN AND MEDIA

FORT Worth Ad Club, Texas, will have complete charge of a big special edition of the *Star-Telegram*, handling the whole of the editorial matter and soliciting and editing the ads.

A big percentage of the proceeds from the advertising will be used to help defray the expenses of the large delegation that will make Toronto from this city in June next.

More power to the Fort Worth boys!

* * *

The Canadian Press Association's advertising campaign is being extended to include rural weekly papers of Canada in order to stimulate local retail advertising. More than 100 of the 375 rural weeklies of the Dominion have signed agreements to co-operate.

* * *

At the annual meeting of the Canadian Paper and Pulp Association, officers were elected for the ensuing year as follows: President, Carl Riordon, Montreal; vice-president T. H. Weldon, Toronto; executive committee, C. Howard Smith, F. H. Gage, G. M. McKee, F. H. Ritchie, T. J. Stevenson, K. L. Warren, H. Crabtree.

* * *

The *Farm Press* is planning a most interesting exhibit at the forthcoming convention, but nowhere in the exhibit will there be any specific advertising of any one paper or groups of papers, the idea being to boost agricultural advertising in general.

A display contrasting what the farmer buys, and what is advertised to him will be featured, and graphic illustrations of the farmer's two methods of buying—by mail order and from the local store—will be shown.

The relatively high purchasing power of the farmer over other classes will be illustrated, and in the centre of the exhibit will be a model farm with every building and device known to present day successful farming.

This is an enterprising venture that should reap a rich reward in increased advertising patronage.

* * *

Even at the time of writing it is difficult to report exactly on the newspaper situation in Montreal. It is quite safe to say that in no city on the American Continent, in so short a time, has there been the same number of complications, mysteries and changes, as have occurred in the Montreal newspaper situation.

A renewal of hostilities has broken out recently because of the refusal of the Canadian Press Limited to accept the application for membership of the proposed new evening paper, The *Montreal Daily News*, and it appears from the names mentioned that the backers of the new paper are the leading spirits of the Montreal *Daily Mail*.

The London *Advertiser*, to take care of the very large increase in the printing of a morning edition, in addition to the previous noon and afternoon issues, have been compelled to considerably extend their plant, and are installing a big Hoe press capable of looking after 60,000 circulation with a speed of 25,000 papers an hour. We congratulate this progressive paper on the enterprise they are showing.

* * *

The firm name of The Ware Company of Canada Limited, billposters of Montreal, was changed on March 15 to The Williams-Thomas Limited. They have the very best locations in Montreal and a number of adjacent cities, and are particularly strong on the service end of the business. Their new address is 114 Plessis Street, Montreal.

* * *

The *Canadian Courier* advise that on July 1 their advertising rates will be raised by 2 cents a line. The increased circulation of this popular weekly would seem to fully warrant this step.

* * *

The recent Advertising Exposition in Birmingham, England, has given considerable impetus to all forms of advertising and both technical schools and the Y.M.C.A. have instituted classes dealing with a variety of advertising subjects, which have been largely attended during the winter months. The forthcoming exhibition, from April 27 to May 2, to be held in Holland Park Hall, promises to easily eclipse anything of its kind ever held. It will prove a wonderful education to foreign and colonial advertisers in the possibilities of the British market, and will introduce to hundreds of prospective manufacturers a market without any tariff restrictions, maintaining the same laws and speaking the same language, residing in a comparatively small area, and more easily reached than any other similar body of buyers in the world.

At the same time it will put British manufacturers in touch with the wonderful markets hitherto unscratched in nearly every section of the civilized world, and the bringing together of these three widely different classes of people cannot but result in a large accession of business. Needless to say, publishers of all kinds of literature will be on hand there to give the fullest information.

* * *

The controlling interest of the *British Columbia Magazine* has been purchased by W. J. Wilson, recently associated with the *Sun* and the *Saturday Sunset*, Vancouver, and J. L. W. Leary is the new business manager. An alteration for the better has been made in the shape of the magazine, and further prosperity seems to be assured for this bright Western

publication under the new management.

* * *

Fruit and Farm, published in Vancouver, has been recognized as the official publication of the Stock Breeders' Association of British Columbia and The B. C. Dairymen's Association.

* * *

The new series of ads gotten out by the Canadian Press Association for the weekly press of Canada to advertise their own advertising has been prepared by John C. Kirkwood, a well-known figure in Canadian advertising, and till recently manager of the Toronto Branch of the J. Walter Thompson agency.

* * *

At the ninth annual convention of the Retail Merchants' Association of Canada held recently in Ottawa, it was decided to press for legislation, this session if possible, making the false advertising of any article a criminal offence.

This is a remarkably numerous and representative body of business men and their attutide and wishes in this matter should carry much weight

* * *

Plans are rapidly nearing completion for the visit of the British Press Union to Toronto, Can., in June for its annual convention. The official scheme is that visitors from Europe, India, Western Australia, South Africa and Great Britain and Ireland, will sail together for New York on the *Lusitania* from Liverpool on June 13. At New York they join the parties from South America coming up on the *Vassari* from Montevideo, and the *Tagus*, which connects at Panama with the steamer from Valparaiso. The three parties will go to Toronto by train via Niagara Falls, with time to see New York and Niagara Falls, and will receive special entertainment by the advertising organizations of New York.

The trip from London to Toronto and back will occupy nineteen days of business time and will cost about $280 for all expenses.

* * *

H. Blount, formerly telegraph editor of the Montreal *Telegraph*, is now with the Ottawa *Citizen*.

* *

Charles Gordonsmith, formerly business manager of the Montreal *Telegraph*, is now editor-in-chief of the *Herald-Telegraph*, succeeding Hon. W. T. Fielding, resigned.

* * *

C. Goldthwaite, late of the Montreal *Herald*, has become news editor of the Ottawa *Journal*.

* * *

F. G. Phillips is the new city editor of the Ottawa *Free Press*, going to that city from the Montreal *Herald*.

* * *

W. T. Thomas is the new city editor of the Montreal *Herald*.

* * *

H. N. Moore, late of the Mont-

treal *Star*, has gone over to the *Telegraph*.

* * *

Mr. Starret, who was formerly with the Montreal *Telegraph*, is now night editor of the Canadian Press in Toronto.

* * *

Miss Irma L. Green has become connected with the Galt *Reporter*. She was formerly society editor of the Berlin *News Record*.

* * *

The first quarterly meeting of the St. Lawrence Counties Press Association of Canada was held in Prescott on March 10. About twenty-five daily and weekly newspapers were represented, the St. Lawrence district extending from Belleville to Cornwall.

* * *

A. E. Stevenson, for several years connected with the Montreal *Gazette*, *Star* and *Mail*, is dead. He was twenty-six years old.

* * *

The London *Free Press* is now being published in enlarged form. The seven-column page has been increased to eight columns.

* * *

The Annual Convention of the Poster Advertising Association of Canada, is to be held in Brantford on May 25 and 26 next.

* * *

Active steps are in preparation for the Pacific Coast Ad Men's vention in Vancouver, B.C., from the 8th of June onwards. Upwards of 500 delegates are expected to attend from as far south as the Mexican border, and many subjects of moment will be discussed.

A Paint for the Floor
That Wears—
And Wears
And Wears.
THERE are many kinds and many colors in Floor Paint
—but the old reliable SENOUR'S FLOOR PAINT
is the daddy of them all
Was back in your grandfather's time SENOUR'S
FLOOR PAINT was standing the wear and tear of
pioneer days today it is beautifying and protecting the
floors in the finest homes of our country
It Survives! because it stands the scuff
because its beautiful colors are lasting
because it wears, and wears, and wears
If you want sanitary floors floors that are
easily kept spic and span—come in and get
a color card of Senour's Floor Paint showing
14 attractive colors from which to make
your choice
MARTIN-SENOUR
PAINT & VARNISHES
The Mowat Hardware Co

A novel way of putting emphasis into the caption

The entertainment side of the convention is being planned on an elaborate scale and everything points to a most profitable and enjoyable convention.

A number of the members will proceed direct from Vancouver to the Toronto Convention.

* * *

Walter Gunn, formerly Publicity Commissioner of Prince Albert, was in Toronto a few days ago renewing acquaintances, prior to leaving for the West to boom the town of Vanderhoof, B.C.

* * *

Waterford, Ont., *Star*, forwards an illustrated booklet with sworn

circulation statement and views of their plant which is a very creditable production.

* * *

A. H. Blight, formerly advertising manager of the Canadian edition of *Collier's Weekly*, is leaving on May 1st for New York to assume a responsible position on the advertising staff of this popular weekly.

* * *

Beck's Weekly is the name of a new independent journal which has just made its bow to the Montreal public. Edward Beck, the proprietor, is so well known that a large circulation and field of usefulness seems assured.

The new venture has our best wishes.

* * *

G. P. Black, of St. John, N.B., has associated himself with the Sault *Daily Star,* Saute Ste. Marie.

* * *

On-to-Toronto is the title of the latest piece of convention literature gotten out by the Toronto Ad. Club. Greetings from the Mayor and Club President are included with facts about Toronto, and views and description of the convention grounds. Reports from the hotel and transportation committees are also included, with a warm welcome to other Canadian Clubs.

The booklet is excellent from a typographical standpoint. Write Toronto Ad Club for a copy.

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Business Getting Circulation

A circulation that grows steadily with the city because it is a paper that appeals to the citizens of the city—

A circulation that is but the desire of the citizens for the paper they like, and has never been influenced by the offer of premiums or similar methods—

A circulation that, in Toronto, goes to one in six of the population and equals the similar circulation of any other two papers—

—That is the Circulation of

The Evening Telegram

in Toronto

Daily Average, week ending March 28th

Total 81,491 · In Toronto 77,282

Seventy Years Young

This year "The Globe," Toronto, celebrates its seventieth anniversary, and still occupies, as it always has done, the premier place in Canadian Journalism.

Its circulation, growing faster to-day than at any other time in its history, is greater than that of any other Canadian Morning newspaper.

Current Sworn Circulation

67,875

(15,000 greater than five years ago)

Practically every National Advertiser places "The Globe" first on his list.

Ask any recognized Agency, or write for rates.

The Globe, Toronto

Canada's National Newspaper

Vol. 7 MAY—1914 No. 5

Economic Advertising

The Official Organ of The Toronto Ad Club

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$100
Multiplied 85,000 Times Makes What?

Eight and One-half Million Dollars

Simple problem—but mark this well. It's not one bit simpler than the getting of a good portion of this sum which represents

The Monthly Expenditure of Toronto Star Readers

To put the figure low, each Toronto Star family spends $100 a month for the necessities of life. MORE THAN 85,000 of these families read the Star every week—over 35,000 on Sunday.

It's apparent that The Toronto Star influences the monthly expenditure of more than $8,500,000 for necessities alone.

It is equally apparent that part of it can be influenced in your direction by advertising in

The Toronto Daily Star

The Largest Circulation in the Toronto News Field

UNITED STATES REPRESENTATIVES

New York	CHAS. H. EDDY	Metropolitan Bldg.
Chicago	EDDY & VIRTUE	People's Gas Bldg.
Boston	C. H. EDDY	Old South Bldg.

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year. 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, May, 1914 No. 5

STRAIGHT TALKS

ADVERTISING THE CHURCH

ALTHOUGH of only comparatively recent introduction, church advertising finds a regular place in good big space in a large number of cities south of the border line, and from all reports to hand, its results have been extremely gratifying.

To the city of Lethbridge belongs, so far as we are aware, the honour of being the first Canadian city to publish any real church advertising—something vastly more effective than the church card with name of preacher and subject of sermon—and several large ads before us clipped from the Lethbridge *Herald*, are both dignified in tone, convincing in copy matter and good examples of typography.

In Truman A. De Weese's recent speech much stress was laid on the possibilities of forceful church advertising, and we are heartily in accord with his views on the matter.

The church's true mission is to assist in the uplift of the human race, and with the cleansing of the newspaper advertising columns—the elimination of the fake, fraudulent and indecent—the last valid objection to the use of the tremendous power of the press to fill the churches and promote her work has been removed.

And in this respect it is well to note that a spirit of co-operation between the different religious bodies is not only possible but most desirable.

"Let everybody go to Church" should be the theme, and denominational distinctions should be merged in this one common purpose.

It is a sure sign of a healthy condition in any city where business

IS YOUR ADVERTISING COSTING TOO MUCH?

The Bureau of Advertising, American Newspaper Publishers Association, has recently compiled figures in regard to the average cost of newspaper display advertising per line and inch per thousand of circulation—in cities grouped according to population and representing all sections of United States and Canada.

The averages, which appear in the following tabulation, are based on minimum display advertising rates; and although the list of newspapers that they cover is not inclusive, the averages may be taken as representative.

It will be noticed that the corresponding rate for display advertising in THE MONTREAL DAILY STAR is **less than one-half** the average rate of the lowest-priced newspapers in the United States and Canada.

THE MONTREAL DAILY STAR offers advertisers the greatest quantity of strictly high-grade circulation, at the lowest cost per thousand, of any representative newspaper in Canada or the United States.

Cities Classified According to Population	Number represented in the Averages		Average Rate per Thousand of Circulation	
	Cities	Newspap's	Per Inch	Per Line
I—Over 200,000.....	30	143	$.0260	$.0018
II—100,000–200,000 .	20	55	.0215	.0015
III—50,000–100,000 ..	40	68	.0238	.0017
IV—25,000–50,000....	29	34	.0235	.0016
V—10,000–50,000.....	30	30	.0341	.0024
VI—Under 10,000.....	31	31	.0397	.0028
MONTREAL DAILY STAR			.0105	.0007

Is your advertising costing too much? Figure it out for yourself. Ascertain the minimum rate per line per thousand of the papers you are now using, and compare the result with the foregoing figures.

For rate card and further particulars address

ADVERTISING MANAGER

The Montreal Daily Star

Canada's Greatest Newspaper

laymen of different creeds can get together and issue regular paid advertisements emphasising the work and mission of the church and helping to cultivate the church-going habit.

Yet it is not so surprising after all. These laymen have in most cases proved that advertising pays in their own business, and it is only natural, with the city's welfare at heart, they should turn to press publicity to extend the work and scope of the greatest institution in every city—the Church.

The movement has our earnest sympathy and support.

ADVERTISING AND THE COST OF LIVING

A RECENT article in the Chicago *Record-Herald* dea's so forcibly with the relation of the big increase in modern advertising to the cost of living, and incidental y falls in line with our own views in this matter that no excuse is needed for a little straight talk on this subject.

The layman, once he has been acquainted with the tremendous cost of present day publicity, jumps at the conclusion right away that this is the logical and sole reason for the alarming increase in his butcher, grocer and baker bills, but we think that a dispassionate view of the situation will reveal the fact that modern advertising must be regarded as an overhead charge, and takes the place of something which in its absence, would prove vastly more expensive.

Advertising does the work of 50 salesmen and does it more efficiently. It makes for standardization of products and imp oves the quality of the goods and because it increases the volume of business, it enables the manufactured article to be turned out at a lower price than would otherwise be the case.

Arthur M. Evan's article, to which we are e pecially refer.ing, can be well condensed as follows, and these are the chief arguments in favor of using the advertising columns, because they do not increase the cost to the consumer, but lower the cost of production and give the consumer better quality and better service. The chief economic operation of judicious advertising is the expansion of markets which will inevitably increase production and lower the cost of the product. The logical sequence of this is that the cost of the product to the consumer is also reduced.

A further saving in service. When a customer knows what he wants, he goes to the store and calls for that branded, cartoned or canned article by name. Time is saved to the retailer and to the buyer in getting the goods the latter wants.

Sanitary conditions are made possible, which are always absent when goods are handled in bulk, and the "less labor" charge to the retailer enables him to deliver the goods to the consumer at a shorter margin of profit than would otherwise be the case.

QUALITY FIRST

This has been the Keynote of the Dominion-wide popularity of the

Canadian Magazine

(CANADA'S NATIONAL MONTHLY)

and has been responsible for its steady, solid growth in circulation.

The Canadian Magazine reaches the thinking section of every community—those with money to spend—and the fact that our advertisers stay with us year after year is ample guarantee of our worthiness as an advertising medium.

Forty per cent. of our advertisers are leading American manufacturers.

Sample copy and rates on request.

The Canadian Magazine
200 Adelaide Street West TORONTO

Get in on the Ground Floor

The potential development of British Columbia reads like a Fairy Tale.

Fisheries, coal, gold, copper, lumber and a host of other industries still in their infancy.

Make the most of the opportunity.

The Vancouver Sun

will bring your wares before a prosperous and enterprising people in the most forceful manner possible.

Use its columns liberally. It will pay you well.

Rates moderate now, but sure to advance.

Circulation Paid, 23,423 (absolutely guaranteed) and still growing.

You can't cover Vancouver and the wonderful B. C. country unless you use "THE SUN."

Ask any Agency for rates.

THE BURRARD PUBLISHING CO. Limited
VANCOUVER, B.C.

Eastern Representative :
EDGAR J. GUY, Canada Life Bldg., Toronto

And quicker turnovers of stock reduce overhead expenses. Competition, too, is stimulated, resulting in improved quality all round. Then, too, judicious advertising helps to standardize goods because the responsibility is fixed on the manufacturer, and he, to protect his own interests, sees to it that his goods are kept up to the highest grade of perfection, because otherwise he would be playing right into the hands of his competitors.

Economy in time is also a noteworthy feature in the handling of advertised goods. The advertising columns are the housewife's shopping guides. They save her time, they save her steps, and they tell in plain language what the cost of the goods is to be. Advertising simplifies shopping.

Advertising places a guarantee of quality on the goods you buy which was unknown to our forbears.

Some will maintain that the package system now so commonly in use must *ipso facto* add to the cost of the article to the consumer, and this argument in some cases has some grounds for existence, owing to the fact that firms have used most expensive and elaborate containers for their goods, but in the average package in the case where the article is produced by the million with up-to-date machinery, the carton with all its advantages means such a small proportion in the retailed cost of the article that it may be regarded as a negligible quantity. The package is not only a sanitary method of distribution, but it has brought about standardization, and this means economy in the long run, and a reduction of waste. Now-a-days if a customer is not satisfied he simply changes his brand.

To quote again from Mr. Evan's article: "Who pays? Well, here is the paradox, the consumer both pays and profits more than he pays, for without advertising he would pay more than he does for his advertised goods."

THE SINCEREST FORM OF FLATTERY

THERE is a saying that there is "nothing new under the sun," and especially is this applicable to advertising, for no matter how original the copy writer may imagine that he is, he is always liable to see his "original" ideas produced in some other journal which has seen the light of day some time before his own matter is ready for the press.

And there is no harm in getting ideas and suggestions from the work of your contemporary. You cannot expect to maintain in your own little cranium all the plums, and while you may have a little start on the other fellow in certain lines, it is equally sure that you can get pointers from him. But when it comes to trading on a firm name, in the case under review—that of a long established farm paper,—where a new farm paper by using a name so nearly

MOTORING
and
Motor Trade of Canada

The outstanding paper in the Motoring field in Canada.

MOTOR CYCLE JOURNAL AND BICYCLE REVIEW

The oldest, strongest journal in the Motor Cycle, Bicycle and Cycle Car trades.

GOOD ROADS OF CANADA

The paper behind the good roads propaganda in Canada.

We have purchased the above three journals from E. M. Wilcox, Limited, and have taken over with them the editorial organization that has made them such valuable magazines, as well.

We have put behind them a large trained organization of circulation men—the organization that has done such wonders in building circulation for our trade papers.

Beh ind these papers there is, too, the record of this Company for making a success of every paper published by us.

Full data *re* any of these papers on application.

THE COMMERCIAL PRESS
LIMITED
32 Colborne St. TORONTO

akin to that of the established journal, sought to get the value from this older publication which was rightly their due, then we have the strongest condemnation of such methods.

Probably there never has been a more deliberate attempt to profit by the efforts of others than the action of Messrs. Moore & Avard in using the name *Maritime Farm* as the title of a new Eastern province farm paper.

The *Maritime Farmer* has for many years been recognized as the leading farm publication in Eastern Canada, and they were fully justified in taking this matter to the courts where they readily obtained an injunction restraining the defendants from using the title *Maritime Farm*.

No firm in the publishing business that has a proposition "worth while" has any objection to fair competition, but this appears to us like a deliberate attempt on the part of the new journal to profit by the reputation of a well-established paper, and the judges' finding has our heartiest support.

People who will stoop to such low-down methods as this make a black spot in the publishing business which takes a whole lot of honest trading and above-board methods to wipe out.

THE TRUTH EMBLEM

THERE has been a considerable divergence of opinion on the question of licensing the Associated Advertising Clubs' "Truth" Emblem by individual clubs to advertisers and publishers, and a candid expression of our opinion on the matter at this date will be timely.

Two recommendations were made by the Emblem Committee to the National Executive at their recent session in Indianapolis—one that the "Truth" Emblem be licensed without charge to be used as a guarantee in the advertising of firms who could pass a rigid test made by the Vigilance Committee of individual clubs, and the other than the licensing of the emblem be used as a factor in financing the Associated Clubs.

The Fort Worth Club, Texas, was first in the field to license a number of local advertisers to use the "Truth" Emblem in their advertising, and the local club stood back of the advertiser as regards the reliability of his statements.

But apparently the action of the Fort Worth club, however worthy it may be, has no legal standing or authority, and it is necessary to have the whole question thrashed out at the forthcoming convention.

Doubtless a large amount of revenue would accrue by licensing advertisers all over the country at a fixed fee, but we are strongly

LETTER No. 4—FROM SATISFIED ADVERTISERS

BELIEVES IN "THE NEWS" BECAUSE THEY HAVE OBTAINED RESULTS FOR THE PAST TEN YEARS.

PHONE ADELAIDE 1404 ESTIMATES FURNISHED

PLEASE ADDRESS ALL COMMUNICATIONS DIRECT TO THE FIRM

The F. C. Burroughes Furniture Co. Limited

HIGH CLASS FURNITURE, CARPETS, LINOLEUMS &C.

COR QUEEN & BATHURST

Toronto, October 29th. 1913.,

Messrs. The News Publishing Co..

#107 Bay Street,

City.

Gentlemen;-

We believe in "The News" as an advertising medium. This statement is prompted by the results, which we have obtained through this source, during the past ten years.

We are glad of this opportunity to endorse " The News " , as one of the best Newspaper advertising mediums in Canada.

Yours truly,

THE F. C. BURROUGHES FT'RE CO, LTD.

C. F. Burroughes.

CRB.E.A

LETTER No. 5 will appear next month.

of opinion that such a procedure would be in every way inimica to the best interests of the ad club movement.

There are a number of public-spirited men among our leading advertisers, who have cheerfully, at an enormous expenditure of toil, time and actual expense, given their services gratis to the ad club movement, and have brought about the stirring reforms that are now almost a matter of history More power to them. It is good to be associated with a movement that numbers such men as Woodhead, Coleman, Dobbs, Waldo, Robbins, Lewis, Casson, and Houston.

But the strain has become too great to be borne by them, and many others like them, alone.

A corps of paid workers is neces ary to maintain and increase the efficiency of the movement, and with such a large and influential body of business men as are numbered in the Associated Clubs, there should be no difficulty in evo ving a plan at Tor nto whereby the governing body will be put on a sound financial basis.

We are very much in favor of the Fort Worth plan, but would enjoin the most rigid scrutiny in the issuing of licenses to use the "Truth" Emblem.

If the emblem is to mean anything at all, it must be guarded in the most careful way possible against any stigma which would attach to it by its use by an unscrupulous advertiser, who "got in," as it were, under false pretences.

This is a matter of intense public concern, because the "Truth" campaign aims at the elimination of everything that is doubtful, nasty, fake and fraudulent in the printed word, and which will, in time, make it possible for the consumer to have confidence and belief in every advertising message he reads.

Some of our leading magazines have taken a splendid stand in including in each issue a cast iron guarantee that every ad they carry is an honest one, and are prepared to back this guarantee with a personal refund in case of misrepresentation.

Some of our daily newspapers have still a long way to go before they can hope to obtain the license to use the "Truth" Emblem.

But they have only to recall the outstanding fact, that, without exception, every publisher who has "cleaned shop," has materially increased his advertising revenue, and they too, will fall in line.

Success in any untertaking comes not to the man who idly waits for his great opportunity, but to him who seizes whatever opportunity that comes, and makes it great.—*System*.

THE Ottawa advertising field is an entity. It is dominated, and exclusively and thoroughly covered, by the dailies of the Capital. Rich and populous is the Ottawa Valley, and its people read the Ottawa papers most, because the Ottawa papers serve them best.

Ottawa is the home of three splendid dailies —the *Citizen*, (morning and evening); *The Ottawa Free Press* (evening); and the *Evening Journal*. In news service, editorial management and typography, they rank high among the newspapers of Canada. In matters of advertising policy, Ottawa papers are commonly referred to as models for progressive and fair methods.

Together, the Ottawa dailies blanket their field. The most extensive campaigns comprise all three. Many advertisers, however, use only two Ottawa papers at one time, and when the selection is most intelligently made, little of the field is left uncovered. Any advertising agency will analyse the situation for any advertiser.

The advertising rates of all Ottawa dailies are flat, another indication of progressive management and fair dealing with the advertiser.

THE ADVERTISING MANAGER'S CONCEPTION OF THE SALES DEPARTMENT

Part of address to the Montreal Publicity Association by L. R. Greene, Advertising Manager, Sherwin-Williams Paint Co.

MY idea of the sales department is that it is the best friend that I have in our business. It offers to the advertising department the greatest opportunities for assistance in making its work effective. The advertising department and the sales department should work like a team of good natured, willing horses, each cheerfully doing its share of the work, and pulling together to the common purpose of developing the business to the utmost and making of it the greatest possible success.

These two Departments are so closely associated that it is impossible for either to do its best without the hearty co-operation and assistance of the other. If I consider the sales department my best friend and my most capable assistant then surely it is up to me to cultivate its friendship in every possible way, and as a friend, doing all I possibly can to help it.

To obtain the greatest measure of success the sales department must understand the advertising department, its aims and purposes, and likewise the advertising department must understand the sales department, its organization and what it is trying to do. From a purely selfish standpoint I can see in the sales department a source of information on the goods, and the conditions of trade. I can see in the salesmen a corps of experienced men who make ideal missionaries to explain to the trade what the Advertising department is attempting to do, and to get the trade co-operating and working entirely in harmony with our efforts. Through these salesmen, if I can but educate them to a thorough understanding of the purposes and uses of our advertising, the details of our advertising campaigns, I can also educate the retail trade to a better appreciation of our plans to help them get business. Therefore, it is surely up to the advertising department to take the friendliest attitude towards the sales department, cultivate good feeling constantly, and do its best to interest the representatives, and make them active factors, working for the success of not only the sales department, but the advertising department as well.

The advertising department furnishes the ammunition to go after the consumer and one of the greatest problems is to educate the sale force to appreciate the use of this ammunition, they in turn to educate the retail trade to its uses, not only to prevent waste but also to make the advertising productive to its full power. Therefore, it is very necessary to keep in close touch with the sales department and the salesmen all the time, to

GOOD PRINTING

is the only kind of printing worth your money. That's the kind of printing we do.

Catalogs
Booklets
Price Lists
Folders
Circulars, Etc.

Everything in printing and every piece printed right.

We have complete ad-writing and art department at your service.

Nothing too Large — Nothing too Small

Acton Publishing Co. Limited
PRINTING DEPARTMENT
1229 Queen Street West, TORONTO
13 Coristine Bldg., MONTREAL

get their frank criticism of our advertising methods and plans, and their helpful suggestions. Here then are a few plans that are helpful in doing this: Daily reports, suggestion blanks, bulletins.

TOWN REPORTS

The system of receiving a daily report from each representative is

"The Kayser" SILK Glove
Time Has Tested
Kayser Silk Gloves
and experience has proved them to be the best silk gloves made, yet they cost no more than the ordinary kind.
When you are asked to buy a substitute for "KAYSER" Silk Gloves insist on the Genuine "KAYSER"
Look for "KAYSER" in the hem. It insures maximum value for the price paid.
A guarantee ticket with every pair that the tips outwear the gloves.
Short "KAYSER" Silk Gloves 50c to $1.50
Long "KAYSER" Silk Gloves $1.00 to $2.25
AT ALL STORES
A-1

Dainty illustration but copy not over convincing

invaluable to the advertising and sales promotion departments. These reports give us each day the exact situation in each town visited in each territory. This information enables us to do direct mail promoting to develop existing trade connections and to open up new accounts. It allows the sales promotion department to record on its historical cards full information, so as to have in the office at all times reliable data in regard to every town and the accounts or possible accounts in that town.

The plan of sending suggestion blanks to the representatives once or twice a year is also an excellent one. By asking definite questions in regard to sales policies, advertising, etc., you are able to have the benefit of the representatives' criticisms and helpful suggestions. It makes him feel, as it were, that he is part of the advertising department and so you receive his hearty co-operation.

Through a system of bulletins or special letters it is well to keep the representatives constantly posted as to changes in your advertising plans. Send him samples of new folders, enclosing slips, and other advertising features, keep him in close touch with the work you are doing.

It is absolutely necessary in order that the sales department may help the advertising department to the fullest extent that each individual representative should thoroughly understand the advertising policy and the individual units of the advertising plan thoroughly, therefore, it is up to the advertising department to seek the opportunity to educate the salesmen and to constantly keep them in touch with what is going on so that they will become enthusiastic workers; they will believe in their advertising, and use it as a sledge hammer in driving home their arguments to the trade.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

The largest and most successful advertisers invariably use our list of Country Weeklies.

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

A Medium that brings Results.

Astute advertisers know that it is "WHO does a medium reach?" rather than "How many does it reach?"

The Gazette
MONTREAL

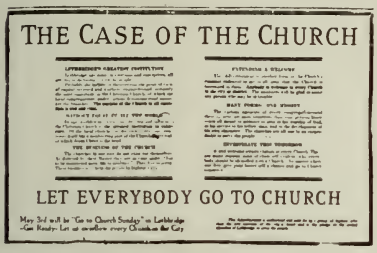
recognized for many years as the high-class morning daily for Montreal and district, will carry the story of your goods into the well-to-do homes, to people whose standard of living is above the average.

Its reputation as a dependable newspaper has been built on the accuracy and reliability of its news columns.

THE GAZETTE PRINTING CO.
Limited
MONTREAL

There are many ways of obtaining this interest and co-operation: 1, conventions; 2, outfits; 3, campaigns; 4, promotion work in territories.

The annual or semi-annual convention of representatives offers the advertising manager the opportunity to explain in detail all the advertising features and advertising plans contemplated. Special exhibit boards should be prepared or the occasion showing each individual feature, and each should be explained at the meeting.


THE CASE OF THE CHURCH

LET EVERYBODY GO TO CHURCH

A Typical half page Lethbridge Herald Church Ad

In the salesman's outfit there should be an equipment to allow him to explain graphically the details of the advertising plans. He should carry samples of the booklets, enclosing slips, folders, etc. He should be in a position to talk understandingly to the trade, to show them the benefit and value of the firm's advertising plans.

I believe, gentlemen, that in these discussions one of the most beneficial features is a general discussion of the subject by the members gathered before the closing of the meeting. I am certainly willing to answer questions, but I usually have found in our meeting that our members are very diffident in asking such, so, I am going to ask you questions myself in the hope that some of you here may give me some valuable experiences.

1. How many of the business houses represented here use daily town reports, and just how successful have you been in their use?

2. How many of our advertising men have an opportunity to talk to the salesmen going thoroughly over the whole advertising plan at least once or twice a year?

Can You Find Your Way Through This Forest?

Success and profit await him who chooses the right trail, blazed by business common-sense.

ARE you a non-advertiser, afraid to enter this forest of mystery, ignorant of where to blaze a trail?

Or are you gaily setting forth on some woodland path, serene and confident, unaware that you may be headed the wrong way?

Or are you already deep in the maze of tree-trunk and thicket, well aware that you are lost and looking for a way out?

Whatever your attitude or relation to advertising you can profit by filling out the coupon at the right.

You will receive a sensational disclosure of advertising fallacies, which will put you on your guard against mistakes. You will get a clear statement of the true principles of advertising efficiency, which will give you the clue to success.

If you check A you'll receive "Blazing the Trail," a book for non-advertisers. It will bring you "Building the Road," a book for men who spend $25,000 or more a year on advertising. C brings "Keeping the Road Open," a book for those who spend over $15,000.

Our book—whichever fits your needs—will be sent free. If you want more than one send 25 cents for each additional copy.

A B C

MULTIGRAPH

1800 East Fortieth Street, Cleveland, Ohio

Send booklet (your choice) checked in your advertisement at the top of this page.

Name

Address

Town and State

Confusing illustration although Reading Matter is convincing

3. How many of the advertising men here furnish each traveling salesmen with an outfit of advertising so that he shall be in a position to understand thoroughly the advertising in all its details, and talk its use and its benefit to the retail trade.

Mr. Advertiser don't overlook

The Daily Nugget

"NORTHERN ONTARIO'S ONLY DAILY PAPER"

¶ When making up your lists for Fall and Winter campaigns, you should include Northern Ontario as a part of the field to be covered. Purchases last year were in excess of $45,000,000 while rapid increase in population throughout the district will show a substantial advance in purchases for 1914.

¶ There are 1073 papers going into North Bay daily; over 800 into Porcupine, while the circulation in other towns, other than the home district, equals that of local mediums. The Nugget's "home" district includes Cobalt, North Cobalt, Haileybury and New Liskeard, four towns within a radius of 11 miles connected with electric car service, and having a combined population of over 17,000.

The Daily Nugget reaches the class of people who will buy advertised quality lines.

Full information given on request to any recognized advertising agency or

The Cobalt Daily Nugget
Limited
COBALT :: ONT.

A 6000 Daily Circulation Covers Windsor and Environs.

A 4000 Weekly Circulation reaches the rest of the people of the County of Essex.

No one paper in Ontario covers its constituency as thoroughly as does

The Windsor Record

Advertising that Pays

To obtain satisfactory results from advertising

in Peterborough

it is necessary to use the **Daily and Weekly Examiner.**

SWORN CIRCULATIONS
Daily over 4,700 Weekly over 2,500

The Peterborough Evening Examiner is one of the brightest of the small City Dailies.

CATCHING THE AD COUNTERFEITERS

By Richard H. Waldo, Business Manager Good Housekeeping.

"IT'S only an advertisement." Civilization is besmirched —Christianity is mocked— the progress of the world is indexed low each time the well-worn phrase finds birth.

The child of greed, out of selfishness, or dishonesty, or graft, this illegitimate thing, Distrust, puts a tax upon the human race more useless than the cost of war. For war takes its toll but once in scores of years, while distrust of the printed word sits at every gate of commerce, gathering tithes that irk us in the morning, gall us at the noon hour, and pile burdens on our weary shoulders in the time of the day's decline. And since trade was—since barter first began—humanity has deemed this tax a necessary thing.

Necessary! Are flies necessary? Must we always suffer from flood and famine? Is smallpox utterly inescapable? Answer all these, and you say the single word that covers the kindred query—Must advertisements, because they are advertisements, forever carry an outcast's mark?—Our children's children will have forgotten that such a question could ever have been put.

For we are well into the morning of a new day. The day of inaccurate, deceptive, even of careless statements in advertising is truly at an end. And the great power of publicity is being employed to make it clear that doubt as to the new order is as perilous as disbelief in dynamite.

Ten thousand advertising men, working as the Associated Advertising Clubs of America, have demonstrated to every thinking man that the truth makes advertising, and that advertising must be nothing but the truth. Some have doubted, and for such as they the national vigilance committee has a word. Through the local clubs, old laws have been enforced, new ones enacted, and the simple answer "released on bail" has quickened, with certain profit-seeking citizens, the long dormant ability to see the light.

Such items as the one in the New York Times, of March 16, are rarely published twice of merchants in the same community.

Very simply and briefly this item stated that John T. Dunham, of S. P. Dunham & Co., Trenton, N. J., was "held in $500 bail for trial." The charge was that he had advertised for $4.98 a dress "worth $10." A jury will decide whether or not he told the truth.

Not every newspaper will give space to such events, but there are enough that will to make court action a thing of dread. Boston has had its Kasofsky, Minneapolis its Falkenberg, Pasadena its Leo Misch, and there have never lacked clean newspapers to carry the proof that the unfair competition of the liar is doomed.

At the wonderful convention of

The Guelph Mercury & Advertiser

Carried almost double the amount of advertising during the past 12 months that it ever did in the same period before. Guelph merchants, who have the best opportunity to know its value, regard it as the great local advertising medium.

For 16 years its circulation has been sworn to and published. It went into 80½ per cent. of the Guelph homes during 1913. Its circulation is not a thing of mushroom growth, boosted temporarily by cheap clubs, contest fakes, or gilded premiums, and padded with dead head copies. It is all paid for, and has been secured through the years on the merits of the paper.

If you are a general advertiser and want to reach the Guelph field be sure to include the *Mercury and Advertiser* in your list. It alone covers the field.

Advertising Results Assured **Rates upon Application**

CIRCULATION PLUS POPULATION

St. Thomas- - - - 16,800
Elgin County - - - 28,200

45,000 People Reached Every Day by THE TIMES

With a net paid circulation of over

5,550 Copies Daily
1,750 " Weekly

Write for Rates, Sample Copies and Circulation Statement.

The Times Printing Co. of St. Thomas, Limited
L. H. DINGMAN, Managing Director

The Stratford Herald

Handsome in Typography — the Pacer in News, in Methods, and General Features, in its broad, fertile field.

LATEST NET CIRCULATION

Daily Average, Calendar Year 1913 . . . . . **3,122**
Daily Average, Last Quarter of 1913 . . . . . **3,766**
Daily Average, First Quarter of 1914 . . . . . **3,684**
Weekly Average, Calendar Year 1913 . . . . . **2,232**

IN GOOD COMPANY

THE HERALD has joined Advertising Audit Association, composed of general advertisers, agencies and newspapers, to audit circulations annually. Also member of Gilt Edge Newspapers, A.N.P.A. Bureau of Advertisers, &c.

Send for Sample Copy and Rates of this **Worth While Newspaper.**

The Stratford Herald Printing Co., Limited
W. S. DINGMAN, President

the Associated Advertising Clubs of America, meeting in Toronto, June 23-27, the report of the vigilance committee will be well worth traveling far to hear. The chairman, H. D. Robbins, will tell the story of a work that has a meaning for every home, and lead a discussion which promises to make commercial history. The temper of the times will be set forth there as "a beacon upon a mountain, and an ensign upon an high hill."

Six hundred million dollars—so the figuring shows—was the expenditure for advertising in the United States and Canada last year. Dollars of iteration were spent where but dimes of plain statement should have been necessary. Men and women discounted the Truth, because the lie ran smoothly beside it.

"It's only an advertisement" was said thrice where the message was accepted once. And every man, woman and child, from Alaska to our Southern line, felt the burden of housing that illegitimate child, distrust.

The economic waste of undependable advertising makes its survival impossible. The fact that the dishonesty of an individual is an injury to the community, has become as clear in advertising as it is in burglary. Men and women —the public at large—you and I —are at last asking why the money of commerce should be any less counterfeit than its advertising.

When the Federal Government standardizes this thought—and the signs that it will are not lacking now—advertising will become one of the cheapest, as it is now one of the dearest, of civilization's tools. Then it will be proudly said, "This is an advertisement;" and the words "Sterling" and "Advertisement" will stand akin before the people of the greatest business nations the world has ever known.

Associated Advertising Clubs of America

ANNUAL CONVENTION

TORONTO

June 21st to June 25th, 1914

LAST SPIKE DRIVEN

The last spike has been driven connecting Edmonton with Prince Rupert. Wholesalers! Manufacturers! do you realize that this means a largely increased market for your goods, and that this market can be reached through the medium of the

EDMONTON JOURNAL

The movement into this new territory will continue through the summer months.

Have your copy prepared at once for your Summer Campaign.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.

John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

The Times

is the only Liberal paper in a city of 100,000. Has a following of its own and is, therefore, *a live paper for a live advertiser to use.* YOU can't afford to overlook the *Hamilton "TIMES"* when placing your advertising contracts. *Results every time.*

Goes into the Homes
Bright, Clean, Up-to-Date

TIMES PRINTING COMPANY LIMITED
HAMILTON, ONT.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE accompanying ad of Matthews-Blackwell Limited, is a very bold example of newspaper advertising directed not to the consumer, but direct to the retailer.

Naturally, of course, it will have attracted considerable attention

You Men Who Sell
Good Things to Eat
THIS message is for you who sell something more than just "goods". You, who sell "satisfaction" will be interested in Rose Ham.
Rose Ham is the finest contribution we have ever made to that grand old combination, "Ham AND ----." It is the best product of our concern, a house that has always stood for quality. Always, in your memory. And before that back as far as 1852.
When a customer asks for ham that is "not too salty," you can give her Rose Ham knowing that you are wrapping in the package liberal slices of "satisfaction" with every slice of ham.
When she asks if Rose Ham is mild in flavor, you can smile and say "Mild Ham? Yes Ma'am" with the confidence born of truth.
Because you know, beyond a doubt, that Rose Ham is always the same—to-day, yesterday and to-morrow. Always delicious, always tender. ALWAYS MILD
You dealers who know Rose Ham, cannot help but communicate your confidence in the brand to your customers. And they in turn finding it more than ordinarily worthy, come back to you again and again for more.
ROSE HAM & BACON
"Mild Ham? Yes, Ma'am"
MATTHEWS-BLACKWELL LIMITED

from the housewife, but no direct mention is made of the buyer.

"Mild Ham? Yes, Ma'am." This is a novel and convincing way to educate the consumer into asking for "Rose Ham" in the knowledge that by asking for this brand by name, she will obtain a mild-cured ham.

The reading matter is decidedly to the point, and has been put together by no novice in the art of copy-writing.

It is along the lines of those conversational ads, which are equally as good pullers when well-written as they are ineffective when an effect is strained for.

Perhaps there is a little too much grocer man in the illustration but the type matter is well graded and the brand name strongly displayed.

The responsible party has our congratulations.

* * *

No, the Ingram and Davey ad is not one of metal shingles and roofing as the illustration might easily lead you to suppose, but of

A Quality Quantity Circulation

The advertiser gets both quality and quantity in the Daily and Sunday World.

On a combination contract covering both papers he gets a total circulation of more than 140,000 and a City of Toronto circulation of more than 98,000.

On some of the finest residential streets of Toronto more than seventy per cent. of the homes are reached—some daily and some late Saturday night.

This is surely a combination worthy of your earnest consideration.

a special kind of lightning conductor wire.

It is certainly some blaze that is going on, and if National Flat Cable is sure prevention against such calamities then indeed it should find a ready sale.

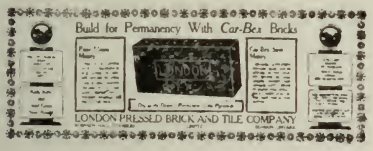
The caption "Negligence—Not Fate," is a good one, but I think that the talk is a little weak, because the claims made are not substantiated by any statements backing them up.

Otherwise the ad is attractive, and rather an unusual piece of publicity for such a commonplace article as copper wire.

* * *

You will have noticed lately in the daily press a considerable amount of advertising by the brick companies, and although the Car-Bex Brick ad reproduced is not by any means the strongest which has come under my notice, yet it brings out several features that are well emphasized.

The main feature brought out both in the caption and in the panels is that Car-Bex Bricks are



made for durability and to build with them is much more economical than to erect a frame structure. This is good argument.

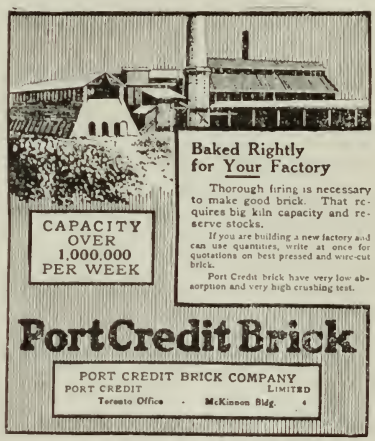
But there is no explanation why this kind of brick is superior to any other kind of good brick.

The illustration of the brick does not reproduce well, but showed up strongly in the original, and as for the border, I will put a veil over it, and confine myself to saying it is entirely out of place.

Slogans have good advertising value if not exaggerated, and in this case I must confess to thinking that "Dry as the Desert—Permanent as the Pyramids," comes somewhat in the "tail-order" class.

* * *

The Port Credit Brick Ad looks at the proposition from an entirely


Baked Rightly for Your Factory
Thorough firing is necessary to make good brick. That requires big kiln capacity and reserve stocks.
If you are building a new factory and can use quantities, write at once for quotations on best pressed and wire-cut brick.
Port Credit brick have very low absorption and very high crushing test.
CAPACITY OVER 1,000,000 PER WEEK
Port Credit Brick
PORT CREDIT BRICK COMPANY
PORT CREDIT LIMITED
Toronto Office · McKinnon Bldg.

different angle, and emphasises the need of thorough firing.

To do this a picture of a modern brick kiln is reproduced, but this does not convey much idea of quality to the average brick purchaser.

The ad however, is neat and has a certain amount of attractiveness but the fact that Port Credit brick has low absorption and high crushing test might well have been made more of.

Come with us into the Homes of the Real Buyers in

HAMILTON

The Hamilton Spectator

Will introduce you to that solid, responsive body of men and women who are interested in advertised products, and have the means with which to purchase them. No other local paper so effectively reaches the the homes as The SPECTATOR.

For twenty-six years we have supplied the Druggists throughout Canada with an interesting monthly journal for $1.00 a year.

THE CANADIAN DRUGGIST
TORONTO

For twenty-six years a large number of Advertisers have patronized our columns continuously. It pays them. It will pay you. Write for advertising rates to

The Canadian Druggist, Toronto

Yet another brick ad with a totally different line of talk from the two reviewed above.

In this ad interest is aroused by a comparison between the crude brick-making methods of the Egyp-

Five
Thousand
Years Ago—and now
SLAVES made brick with mud and straw in the Nile Valley before the beginning of written history. Since then brick have been recognized by all nations and in all ages as being the building material that best combines durability, economy and beauty. Modern science and invention produces brick that are as much superior to the clay-and-straw bricks to which the ancients pinned their faith as a great modern brick plant is superior to the crude box and trowel of the Egyptian slave.
Ontario
Shale-Plastic
Brick
ARE representative of the best in modern brick manufacture. The shale rock from which they are made possesses qualities not found in ordinary clays. The plant which manufactures them has every advantage of modern machinery and methods.
Ontario "Shale-Plastic" and Ontario "Shale-Plastic" Brick are made in all varieties, and are used for foundation work, factories, sewers, and any work requiring an indestructible face brick. Each variety is a leader of its kind. We can give immediate delivery in any quantity.
Made only by
Ontario National Brick Company
Limited.
Queen and Victoria Streets
Main 7140

tians 5,000 years ago, and the modern scientific methods and brick plants that produce the perfected article so rapidly and in such vast quantities.

This makes interesting reading and the two illustrations add strength to the comparison.

The few talking points of Ontario Brick, notably that the shale from which they are made contains qualities not found in other clays—are easily then absorbed.

* * *

As a piece of general publicity and good use of small space the Dent ad can hardly be improved on.

The use of the two circles with Ben Day Screen effect is very pleasing to the eye, and serves to emphasise the Dent button, and the reading matter is along educational lines instructing "Madam" to protect her own interests by calling for this brand. If in the drawing of the gloved hand, one fastener had been left open, and the glove turned back showing the firm name stamped on the inside

DENT'S
D
GLOVES
Madam,
When you are buying gloves the word to remember is DENTS—Look for the name Dents on the button and stamped inside the glove—It is your protection and the guarantee in gloves.
INSIST ON
DENT'S.

of the glove, it would have carried even further advertising value.

* * *

One seldom comes across such bold use of advertising space, as that being used by the Vafiadis people to introduce their "Bulak" Cigarette. A good one-

third of a newspaper page with half the space illustration, and the balance just eight words.

NORRIS-PATTERSON SERVICE

¶ No advertiser—however big, however small—can afford to handle his own advertising.

¶ The intimate knowledge of media—the cognizance of existing trade conditions—the mountains of necessary detail work—these, and many other conditions render the handling of an advertising appropriation by any individual firm a most unprofitable undertaking.

¶ The solution lies in the employment of a well-equipped, reliable advertising agency.

¶ NORRIS - PATTERSON'S SERVICE is personal, thorough, and well-equipped in every department.

¶ The fact that for a number of years we have given satisfactory and profitable service to many of our leading advertisers assures you that your appropriation with us will be in the safest hands.

¶ 'Phone Adelaide 2231 or drop us a line asking our representative to lay our propositions before you.

Norris-Patterson Limited

Advertising Agency

Mail Building, Toronto, Can.

The illustration of the Egyptian scene is by the way such a very excellent piece of drawing that it catches the eye and holds the attention in a trice—it is, in fact, one of the finest pieces of newspaper art work that has ever come under my notice.

I would be very interested to learn the results that have accrued from this generous newspaper publicity.

* * *

One is naturally interested in earning $2500.00 when all the work

A NAME! A NAME! A NAME!
A Fortune for a Name
$2,500.00 IN GOLD
Offered Freely for a Simple, Easy Name
MEN! WOMEN! BOYS! GIRLS!
MANITOBA'S GREAT GOLD CAMP
Needs a Townsite. the Townsite Needs a Name. Everyone May Try Don't Delay. Try Today. Your Name May Win the Prize in Gold.
The Money's Up and Guaranteed
Here's the Way to Make $2,500.00
Judging Committee
How the $2,500.00 Gold Prize is to be Divided and Paid
RICE LAKE PUBLICITY ASSOCIATION

necessary is the finding of a suitable name for a new gold camp, but I was dubious at the start when I commenced to read the ad, and was expecting some strings to the proposition with each succeeding paragraph.

But no, the man who compiled the ad was a real copy artist, and he left it to nearly the end of the ad to tell you how to qualify for this colossal fortune.

And the idea is a distinctly novel and clever one.

You cannot hope to discover a suitable name, of course, until you know something about this Rice Lake Region, and the desired information can only be obtained at the cost of one dollar per for booklet.

Wise Guys these people. They get their literature disseminated broadcast and make a handsome profit out of the booklets (to be applied to a Miner's Hospital), while other promoters have all along regarded this as a necessary initial expense, and have been glad to obtain enquiries at almost any cost.

I have no doubt the public have bitten eagerly. It is remarkable how such stunts crop up from time to time and are worked successfully.

THE EVENING JOURNAL
ST. CATHARINES ONTARIO
Daily and Weekly
(Estab. 1859) (1826)

St. Catharines' oldest newspaper. Sworn average circulation of the Evening Journal for year ending Dec. 31st, 1913, was

3,540

To advertisers wishing to cover St. Catharines and the Niagara Peninsula, one of the richest districts in Canada, the Journal is the first medium. Modern equipment. Best news services. Circulation statement and rate card on application.

J. M. ELSON, Publisher

WHAT'S DOING AT THE AD CLUBS

CALGARY

Our club is working in conjunction with the Edmonton Ad Club to secure the passage of the Fraudulent Advertising Bill, which is actually an amendment to the Dominion Criminal Code making it an offence, punishable by fine or imprisonment to publish or circulate false, fraudulent or misleading advertisements of every kind.

A request for such an amendment has already been sent to the Minister of Justice, and every other Ad Club, and every Board of Trade in Canada, is being asked to support the movement.

The Calgary Ad Club is also working to get going Ad Clubs in such thriving centres as Lethbridge, Medicine Hat, and Moose Jaw, and speakers with the fullest information have been despatched to these points.

Edmonton Ad Club proposes to take care of the northern half of the province.

The objects of the club as defined by the constitution are to form an association of publicity men, to elevate the standard of advertising, and to advertise the city of Calgary.

The first and third Thursdays are regular lunch days and among recent speakers have been F. J. Herrington (Woolworth Co.), City Commissioner A. G. Graves, U. S. Consul Reat, W. A. Milne, Secretary Edmonton Ad. Club, J. H. Woods, Managing Editor of Calgary *Herald*, J. S. Dennis, Assistant to President of C. P. R., and Thos. Dreier, Editor of *Associated Advertising*, a worthy bunch you will agree.

Present officers: President, N. S. Rankin; 1st Vice-President, A. Miller; 2nd Vice-President, E. W. Heffren; Secretary, C. W. Stokes; Treasurer, E. Walker; Executive, M. Cohen, W. J. Illsey, H. Curtis.

* * *

The Calgary Ad Club considers as part of its work the organization of Ad Clubs in the smaller cities of the West, with the ultimate idea of inaugurating a Western Canadian Division of the A.A.C.A., and for that purpose is conducting a vigorous campaign of help and assistance, sending down delegations where requested, and in all ways boosting along the Ad Club movement. Itself only six months old, and just affiliated with the A.A.C.A., the Calgary Club has now a membership approaching 140. On April 28th it sent down a delegation of three, consisting of Norman S. Rankin, president, Phil McCrystle and Robert Pearson, to Lethbridge, where, at an informal smoker, the Lethbridge Ad Club was born. Over 100 members signed up that night, and the President of the Lethbridge Board of Trade made the announcement that an official of the Ad Club should have a seat on the Board of Trade. Medicine Hat is shortly expected to come into the movement, while enquiries have also

been received from Moose Jaw, Sask., and Nelson, B.C.

The Calgary Ad Club announce as their next meeting, on May 12th, a joint meeting with the Calgary Green Room Club for the purpose of entertaining the celebrated English Shakespearian actor, F. R. Benson.

* * *

EDMONTON

When the Westerners get busy, they don't do things by halves. The convention party from Edmonton to Toronto in June will probably number 200, and Winnipeg, St. Paul, Minneapolis, Milwaukee, Racine, Chicago, South Bend, Battle Creek, Lansing, Detroit, Port Huron, Stratford, and Guelph, some of the cities to be visited en route—will get a bunch of "Canada" talk that should bring the drones out of their hives.

The party is planning to travel in two special trains arriving in Toronto on June 20th; and it is anticipated that his Honor Gov. G. H. V. Bulyea and several ministers of the provincial government will be in the party.

Look out for the stunts these boys are going to pull off!

* * *

MONTREAL

The Publicity Association at this point has been most fortunate in making arrangements with the Commercial Travelers' Club whereby they share their elegant downtown quarters right in the heart of the business section.

This has resulted in an immediate accession in membership, which now is about 200, and stunts are on hand to materially increase this.

The interest in the recent municipal election for Mayor was made best use of in organizing a campaign to whip up new members, and over fifty desirable additions to the membership were made in this way.

It may seem a little strange to some of our readers outside of Montreal that the Ad Club should thus mix themselves in municipal politics—but well—chacun a son gout.

* * *

TORONTO

The weekly luncheon of April 14 took the form of a round table discussion on "how to sell a kitchen cabinet."

D. O. McKinnon introduced the debate and spoke of how the mail order houses had placed within the reach of thousands of country dwellers luxuries and necessities unknown prior to their advent.

The manufacturer, mail order house, wholesaler and retailer each formed a link in the chain of distribution to the consumer and the trade paper was the rational means of reaching the retailer. A competitive article reached a larger field and here was where the trade paper came in.

A. L. McCredie spoke of the value of farm papers in marketing an article of this description, but thought that the fault was that the farm field had not been sufficiently studied.

Country dwellers in particular

showed a yearning for something a little different, and the farm field was certainly a better one for a kitchen cabinet than the city.

McKenzie Wright urged the appropriateness of the ready-print papers as a suitable medium and E. Goddard of the Hoosier Co. emphasised the necessity of, first of all creating interest.

A. R. Kent voiced the claims of the bill board, and F. H. Rowe urged that all advertising campaigns should fit in with one another, and solicitors should be careful at all times to speak well of other media.

Bob Coryell represented the Kitchen Cabinet people with some good strong talk and a general interesting discussion followed.

Mr. Voss from the Ad Club Alliance, Ohio, brought fraternal greetings from the club at that point.

* * *

At noon on April 18 President Woodhead and Secretary Florea were guests at luncheon, and a very large muster of members gave these officials a remarkably hearty reception.

The President in a telling speech spoke of the growth in earnestness in every section of the country he had visited, and rejoiced in the new co-operative spirit that was now so pronounced everywhere.

He foresaw that Toronto was going to set a new mark in the uplift of advertising, and congratulated the programme committee in arranging for a business convention first.

Frank H. Rowe, chairman of convention committees and the individual chairman of each committee then presented a report to date to the President who warmly congratulated the clubs on being so entirely prepared more than two months prior to convention time.

The meeting witnessed scenes of unbounded enthusiasm, and the President left with the conviction

TEAR THIS OUT
FILL IN THE SIZES-
MAIL TO US!
WE WILL PROMPTLY TELL YOU THE COST TO COVER ANY BUILDING WITH "GEORGE" OR "OSHAWA" STEEL SHINGLES, AND CORRUGATED SIDING.
THEY ARE PROOF AGAINST FIRE, LIGHTNING, WIND, RAIN OR SNOW.
DON'T LAY THIS ASIDE — ACT NOW!
THIS DOES NOT OBLIGATE YOU IN ANY WAY
MAIL TO NEAREST ADDRESS
THE PEDLAR PEOPLE, LTD
OSHAWA - MONTREAL - TORONTO
LONDON - CHATHAM - OTTAWA - WINNIPEG.
ESTABLISHED 1861
SIGN HERE
Send me full Particulars
Name

Good appeal for return of coupon and excellent use of hand lettering

that Toronto will more than live up to its promises.

* * *

Controller McCarthy, one of the city's most brilliant and reliable representatives in his talk on April 21, on "Toronto Tomorrow," painted a vivid picture of Toronto a few years hence, and claimed that the most rapid expansion was inevitable.

In the olden days the cities of power and prestige were those with the highest walls, the greatest store of treasure and the largest number of slaves.

But nowadays the city of the greatest power was the one which gave most to the world.

Things purely local did not amount to everything. Toronto money was largely invested in other countries and the term "Torontonian" had less significance than ever.

Congestion in cities was fatal. They must grow by developing the outskirts and providing rapid means of transportation.

Apart from the sentimental idea, it pays in dollars to save human lives and the work of the Health Department in reducing the infant death rate was highly commended.

* * *

Truman A. De Weese the widely-known Director of publicity of the Shredded Wheat Company, Niagara Falls, spoke at the monthly dinner on April 30, on the "Pulling Power of Publicity," but as his speech is fully reported elsewhere in this issue, no further comment here is necessary. Needless to say his reception was an enthusiastic one and a most enjoyable and instructive evening was spent.

* * *

Establishing a reputation is almost as difficult as finding one after it's lost—*Haberdasher.*

* * *

Selling the truth is just as essential as telling the truth. Here *is* work for the good copy man.

* * *

The wise man, not the coward, avoids what can't be overcome.

4447 of CALGARY'S HOME take no other daily paper but

The Calgary Herald

This fact, as well as the fact that THE HERALD GOES INTO MORE HOMES THAN THE OTHER TWO DAILIES COMBINED, was shown by a newspaper census which was made by a committee of Calgary's leading business men, who selected this means as being the best and surest way to arrive at the value of the different local newspapers' advertising. THE CITY CIRCULATION OF THE HERALD is 10,851. TOTAL CIRCULATION IN EXCESS OF 21,000 SWORN TO. Write for folder, giving all the facts of this newspaper census. IT'S INTERESTING.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

THE PULLING POWER OF PUBLICITY

By Truman A. De Weese, Director of Publicity, Shredded Wheat Company, Niagara Falls—Extracts from Address given at the Toronto Ad Club, April 30th

ADVERTISING is the silent, irresistible force that creates new wants and new desires in millions of minds while statesmen are jamming wind over great economic questions which they do not understand. Stealthily and seductively the power of printed salesmanship multiplies human desires and human needs, and this builds new factories, new stores, new banks and new industrial enterprises. Advertising creates the demand which lifts the raw materials from the forests, mines and fields of Canada and converts them into thousands of the implements of civilization.

I have always defined advertising as "the art of creating a new want." It makes the luxuries of today the necessities of tomorrow. There are many other definitions of advertising, but all are more or less inadequate. Some one has defined advertising as "the art of disseminating information regarding salable commodities. But a very superficial study of advertising will convince the average man that this definition is hopelessly inadequate. Advertising which does not create a desire through "human interest" appeal to a man or woman falls far short of being real advertising. Can you imagine what would have become of the Kodak, the Gillette Safety Razor, the Victrola, the Pianola, the Fountain Pen and the Automobile, if the advertising for these commodities had consisted merely of disseminating information regarding them. Advertising that merely described the construction and uses of the safety razor would never have made Gillette a millionaire. Advertising for a Gillette Safety Razor ought to educate a man away from the old-fashioned razor by showing him the ease with which he could use the new razor, the time and money he could save by using it and the luxury of using a razor that left his skin smooth and clean. The same theory of advertising was followed out in the publicity that built up the wonderful kodak industry at Rochester. A man had to be shown the beauty and utility of the camera and the pleasures and fascinations of a pastime that enabled the owner to preserve an indelible record of the faces of those he loved and the scenes and incidents to which he wished to refer in after years. After creating a new want which did not exist before, the advertising had to show the possible purchaser how easy it is to manipulate a camera and to impress him with the fact that the ordinary journey, or excursion, or outdoor experience was incomplete without it.

"The line of appeal" is an expression that is used to describe the methods and arguments by

which an advertiser seeks to reach the possible consumer.

It is the plan of attack. It is the channel of communication. It is the scheme by which publicity becomes salesmanship. It is the process by which the human mind is inoculated with the desire to possess a commodity. It is a trick by which the luxury of today becomes the necessity of tomorrow. It is the dynamics of advertising. A college professor will call this psychology. You and I can call it just plain, ordinary horse sense.

Now this line of appeal is all there is to advertising. It involves a consideration of selling argument, the method of presentation and typographical arrangement. Any one who has the money can buy space. It is easy to fill that space with language that is unintelligible and it is easy to put the language in a type that cannot be read. The printer and lithographer will do that for you until you teach him you want advertising and not art.

It involves a knowledge of human nature, a knowledge of your own proposition, a knowledge of the kind of people who have use for the commodity you are selling.

The line of appeal should be the line of least resistance. All commodities that are offered for sale may be classified under two divisions—staples and specialties. There are just two ways of marketing a staple such as sugar, or soap, or matches: (1) By influencing the dealer to sell your particular brand instead of the other fellow's; (2) by advertising a trade-marked brand so extensively that the consuming public will call for it in preference to the other fellows.

When we come to marketing specialties, however, there is only one way, and that is through advertising. There is no other method of acquainting the public with the nature and selling points of a patented specialty except through advertising. It is not possible to

Truman A. DeWeese, Directory of Publicity Shredded Wheat Company Niagara Falls.

persuade the dealers or agents who make up your machinery of distribution to sell a patented specialty without advertising.

One of the first things an advertiser should learn is not to expect too much of advertising. He must get rid of the notion that advertising is a miracle worker. He

must be able to make allowances for the hectic imagination of the man who is in the advertising business. His enthusiasm is natural. He has come to believe in the miraculous powers of advertising. He has seen it lift merchants out of the financial slough of despond and put them on the highway to fortune.

If I were asked to name two things that distinguish the newspaper from all other advertising mediums, I would confine myself to two phases of newspaper publicity—Timeliness of Appeal and Concentration.

Other mediums cover the country thinly and have a long life. But the newspaper makes a quick, decisive impression and multiplies itself many times with the largest possible audience in a given area. It is the only medium in which you can concentrate your advertising in certain well defined areas where you have distribution.

More important than these considerations, however, is the up-to-the-minute feature of newspaper advertising. The newspaper is the only medium in which you can do up-to-the-minute advertising. It comes out every day or every week day in the year. In the newspaper the advertiser can take advantage of changing seasons, sentiments and styles. He can advertise rubbers on a rainy day and furs on a cold day. He can take timely advantage of public interest in stirring questions, local or national. He can strike at the psychological moment.

It should be the legitimate function of a newspaper to educate the merchants in its community to advertise. The newspaper is a medium of publicity. It takes the lid off the things that should be exposed to public view. It throws the white light of publicity into the dark places in society, in state and municipal government. It drags domestic skeletons forth from the closets of secrecy and holds them up in all their nakedness until moral crookedness is made repulsive. It also gives publicity to the civic, religious and educational movements that contribute to the progress of well-ordered society.

If publicity is good for the promotion of these enterprises, that are closely related to industrial thrift, why isn't it good for banks? Now, what is the function of a bank? Briefly defined the function of a bank is to make a dollar work overtime. It is to employ idle dollars in all sorts of industrial and mercantile activity. It keeps a dollar rolling along the channels of trade. It pulls the idle dollar out of boxes, old stockings and other places of hiding and puts it to work for the prosperity and progress of the community. It pays you and me an interest on savings and places those savings at the disposal of local enterprises that need short-time loans with which to meet obligations.

An up-to-date bank advertisement should do something more than advertise the financial standing of the officers and Board of Directors. It should perform two functions; first, it should educate

the people as to what a bank is for; second, it should encourage frugality and thrift by inculcating the habit of saving. The great mass of people are not only shiftless and profligate, but they are entirely ignorant as to the functions of a bank.

If bank advertising makes the conservative old citizen wince, church advertising will shock him into shivers. The idea of using the newspaper to advertise religious services is repugnant to the old-timer who has been taught to associate advertising with prevarication and exaggeration.

But advertising is no longer associated with questionable merchandising methods. Advertising today is the art of giving information regarding a salable product, and the more closely it adheres to facts the larger the returns and the more permanent the business which it builds up.

The question arises, What has a church to sell? Nothing. Salvation is free. A church is organized for the education of the masses regarding the teachings of Jesus, the Founder of Christianity. The church usually represents a heavy financial investment in buildings and equipment. Why should a church which cost fifty thousand dollars have empty pews on Sunday morning? In order to realize the largest returns on the investment every pew should be filled and every agency of the church should be brought to top-notch efficiency.

Why not use the newspaper to make the public familiar with all these agencies that are maintained in the interest of decent living and good order? It can be done without offence to the most delicate conceptions of religious conduct. It has been done in many cities. It must be done with delicate finesse—with sympathetic understanding and intelligence. A church that really wants to be "on the firing line," and not a receptacle for fossils, should take a two-hundred line space in the local papers every Friday and Saturday, and it should pay for it in cash. That space should be devoted to a dignified, candid statement of just what the church has to offer the masses—the subject of the sermon, the program of music, names of those who will take part and any other "news" regarding the activities of the various church societies. It should be snappy and newsy without being freakish or sensational. It should have a "human interest appeal" in it.

There are many reasons why newspaper advertising ought to be effective in selling life insurance. While the man of average intelligence knows that life insurance is a good thing and that he ought to carry it, he does not want to be "talked" into it.

There are many reasons for this. He does not want to waste time listening to arguments in behalf of something that requires no argument. Another reason is that he has a natural reluctance to being reminded of the approach of death. No man in the possession of his senses wants to contemplate the possibility of death, and

yet he knows very well that it is coming to him and that he ought to make some provision for those he will leave behind. But he does not want to be told by an agent, or any one else, that he is going to die sometime.

That constant, persistent advertising creates value has been demonstrated over and over again in the history of advertising. The question naturally arises, What is value? We don't have to go to the Professor of Psychology to learn the origin and nature of that quality which we call value. The chances are his answer would not be the correct one. An intelligent manufacturer, merchant or salesman can give you a better answer. The value of a thing is what you get for it.

Now, advertising creates an important part of this value. In the case of the safety razor, indeed, it is well within the facts to say that advertising creates at least four dollars of its value. If the factory should be wiped out by fire the trade-mark asset or value created by years of advertising still remains. It is not possible to destroy it by the death of the owner, or by fire, or any other form of disaster. Advertising has not only put value into the commodity, but has created what we call a "good will asset" which cannot be destroyed so long as the quality of the goods is maintained.

An advertisement takes no "vacation." It goes right on talking to new customers, increasing sales and enlarging the market for your commodity. It can work just as well on rainy days as on fair days—in hot summer weather as well as the bracing atmosphere of the colder days. Neither is the advertisement an eight-hour day laborer. It has no closing hours and it works late into the night as long as there are human eyes to see and human minds to understand. Neither does it lose any time from sickness or indisposition. It doesn't stop for marriages or deaths—has no funerals to attend except the business funerals of the men who do not advertise.

Prior to delivering the address Mr. de Weese gave an interesting talk on the advertising methods that have been so successfully employed in promoting the sales of the Shredded Wheat Company.

In marketing this product the advertising had to be along purely educational lines, as the shredded wheat biscuit was not an absolute necessity—the public had to be educated on the many advantages accruing from its use.

The speaker also dwelt at some length on the elaborate sampling campaigns of his company, and gave interesting details of the welfare work undertaken on behalf of the employees, which in itself increased efficiency a hundred fold, and was really one of the company's best advertisements.

* * *

There's a string to every proposition. You pay for what you get and you only get what you pay for.

* * *

A faulty collection system means unnecessary losses.

CONVENTIONOTES

TO the thousands of Ad Club delegates who will be coming from the United States and other countries to Toronto in June next the fame of Dr. Vogt's Mendelssohn Choir may have reached, but few have had the opportunity of hearing it.

The performance of this famous choir on the Sunday afternoon opening of the Convention, under the personal direction of Dr. A. S. Vogt, will give our visitors a realization of the fact that its international reputation is well deserved.

Secretary of State William Jennings Bryan, of the United States, Ex-Premier Sir Wilfrid Laurier, and the prince of retail merchants, John Wanamaker, are all slated to talk at this remarkable gathering.

* * *

There was an omission in our April issue—we gave credit to a number of the boys who are working hard for the success of the 1914 Convention, but we omitted "Mac." C. W. McDiarmid, late of Ryric Bros. and past president, now member of the National Executive Committee, has in an unobtrusive, yet withal, practical way, done more for the betterment of Canadian advertising—for the advancement of the highest ideas of the Toronto Ad Club—than any other member.

More power to his elbow. "Mac" has in Boston, Dallas, and Baltimore contributed a whole heap to put Toronto on the map.

C. W. McDiarmid and F. H. Rowe represented Toronto at the meeting of the National Executive held in Indianapolis during April, and found that everywhere Toronto and Canada are being talked of.

Our two delegates were accorded a most enthusiastic reception and encomiums galore on the work and arrangements completed to date.

Messrs. Dick Waldo and Rowe are arranging the publicity campaign and by means of extensive display advertisements in newspapers, magazines and class periodicals, and billboards, Toronto is to receive a volume of free publicity in every part of the States far exceeding that of any previous convention city.

* * *

Toronto is indeed fortunate in being able to furnish accommodation for the business sessions the like of which has never been approached at any previous convention.

The big National Exhibition Buildings and grounds are simply ideal for the purpose.

The Canadian Press Association plans to hold its annual meeting at Muskoka the week following the convention, and doubtless a number of members will arrange to be present at the big gathering also.

* * *

Advertising is not a new art, but is a new emphasis to the old art of Salesmanship.

A PLEA FOR CO-OPERATION IN ADVERTISING

Part of an address delivered before the Grand Rapids Ad Club by C. F. G. Wernicke of the Macey Company.

IT has often been pointed out that more is spent for Coca-Cola and other soft drinks, for cigarettes, liquor, automobiles, or similar luxuries than for furniture. Our tobacco bill just about doubles our furniture bill each year. This is true in spite of the fact that furniture in some form has become a necessity to civilized man. Yet from an artistic standpoint, as well as from our own commercial standpoint, it is possible for too many people to enjoy life without good furniture.

The reason for this unnatural lack of balance in public expenditure is that people are not educated to the point of appreciating furniture. They are content with poor or mediocre furniture in their homes, because they are ignorant of the values and beauties of *good* furniture. Attractive and truthful publicity will change this situation just as it did for clothing, for tooth paste, and for clean packages.

There is not enough of the same spirit in people in respect to furniture which makes them feel awkward in ill-fitting or ill-kept clothes, or with uncleaned teeth—in other words, pride in their furniture.

WHO IS YOUR COMPETITOR?

In my opinion it is a matter of prime importance that our furniture men should realize that their big competition is not with each other, but with other industries that advertise more than they do. It is important that we should educate people to think, not "Whose furniture shall we buy when we have to buy it?" but rather, "Shouldn't we buy some good furniture instead of a machine or party clothes, or taking a trip, or what-not?" The sooner furniture men get together and meet this larger competition, the sooner will all of them double their sales and profits. So long as they compete internally in their advertising, so long will other less vital industries get the lion's share of the people's money, and keep the furniture industry in the rear rank.

I do not deny that individual advertising, if there is enough of it, can accomplish the same results; witness—baking powder, shaving soap, automobiles, etc., but the cost is double and triple —the effect, I believe, not so good.

This brings me another reason which will meet with some disagreement.

I maintain that the present tendencies of commercial advertising make co-operative publicity more attractive, if not imperative. Although this is open to debate, it would take time to argue it out. However, I will lay down my reasons for it briefly.

The cost of effective advertising is steadily rising. It must be more frequent, larger, and spread further, while at the same time space

rates are increasing as circulations are forced upward.

There is greater competition every day in all mediums for the attention of the reader. The number of ads has increased as well as the average size and skill in composition. Large space, skill and frequent repetition are twice as necessary as five years ago.

Co-operative advertising would offset to a large degree all these difficulties. It would permit of meeting these demands (higher cost, larger display, and greater distribution) in adequate fashion, which the funds of the individual cannot do profitably. It has the further advantage of getting the reader's confidence.

There are my reasons—Grand Rapids needs it, the furniture industry needs it, and it is made expedient by the evolution of advertising.

THE PRIZE IS WORTH THE EFFORT

The opposition to this idea of co-operative, educational advertising, aside from the practical difficulties of overcoming the inertia of the manufacturers, i.e., setting them in motion, is mostly opposition to methods and fear of results.

For instance, one person objects because of trade-mark difficulties. He is opposed to letting a common trade-mark be used by any firm whose product does not come to a certain standard. He says he believes that manufacturers of the better products would suffer because the same brand is borne by poor furniture. There is no gainsaying that his contentions, so far as they go, are right, but that does not mean that they cannot be overcome. It is a detail and not an objection.

Plenty of good argument but too much "premium"

I am told that the opposition on the part of some advertising men is due to a belief on their part that their interests would suffer. Of course, that is not at all true. If anything, I venture to state that should this principle be applied to industries generally advertising would receive the greatest impetus of its history.

ADVERTISING MANAGER—32 years of age, nine years' experience with leading Canadian dailies, seeks change with well-rated publication; aggressive, enthusiastic worker; successful record. Only position allowing full control of foreign and local business considered. Unquestionable references. Address, Progressive, care ECONOMIC ADVERTISING, Toronto.

The Widest Kind of Publicity for Toronto, Canada, now Appearing all over the States

Reproduction of a poster designed by Mr. Will Carqueville, head of the Art Department of George Enos Throop, Inc., to be supplied to such advertising clubs or to such posting plants as may desire to use them before the Annual Convention of the Associated Advertising Clubs of America.

This poster shows sections of two Pullmans in perspective, and in the window of each one of the Pullmans is shown some well known typical figures—Armour's Very Best girl, the little Fairy Soap figure, the little Domino Sugar girl, the well known Walter Baker maid, Aunt Jemima of Pancake Flour fame with the Victor Dog on her lap, the Gold Dust Twins and the Bon Ami chicken, which has never yet scratched, are shown looking out of the windows. It will be seen that the Gold Dust Twins have abandoned their job of house cleaning for the time being and, yielding to their racial instincts, are reaching for the chicken. The Anheuser-Busch Trade Mark is shown on the side of the car and grouped on the platform are the little Jelke Dutch figure, the Quaker, Swift's Wool Soap babies and the Uneeda Biscuit boy.

In the car in the rear, which might be the diner, Armour's Ham What Am darky can be seen, also Swift's little cook. On the platform the Old Dutch Cleanser woman is running to get on the train, and the Cream of Wheat darky is acting as porter. Above the car is seen a semaphore consisting of the spear of Wrigley's Spearmint Gum.

Of course, there are dozens of other figures that could be used, but the artist endeavored to select only those which would be most easily recognized on account of their distinctiveness. —Courtesy of the Poster.

MEN AND MEDIA

T. M. Humble, for some time advertising manager of the well-known gents' clothing house, Hobberlin's Limited, Toronto, has resigned his position and is now engaged in free lance work as a business writer.

* * *

Insertion of the new series of the Canadian Press Association's "advertising advertising" copy in the weekly newspapers has begun. Approximately 300 of the somewhat less than 1,000 weekly newspapers of Canada have been signed up to carry the copy.

* * *

Damage of $20,000 has been caused by fire in the plant of the Kingston *Standard*.

* * *

The Journal of Commerce Publishing Company, Limited, of Montreal, was incorporated Tuesday to take over the Journal of Commerce and the Shareholder. The publication will be in charge of Hon. W. S. Fielding, and will be in its new form in a few days. The capital is $500,000.

* * *

J. A. Macdonald, editor of the Toronto *Globe*, will deliver the commencement address at the University of Iowa June 17. His subject will be "Internationalism and the University."

* * *

W. J. Taylor, publisher of the Woodstock *Sentinel-Review*, has been elected president of the Woodstock Board of Trade.

* * *

We do not as a rule associate the usual raucous-voiced street newspaper seller with business efficiency, so that the report of the recent assembly of Toronto *Globe* boys when twelve boys received prizes for delivering the goods to their customers for three months without complaint comes as a pleasant surprise.

J. F. MacKay, business manager, presided, and remarked that last year only three boys attained 100% efficiency, so that the present showing is a remarkable advance.

Senator Jaffray, Mr. Ferguson, and Dr. J. A. McDonald, also gave short talks, and the boys were entertained in a most generous manner.

* * *

F. H. Flint, formerly on the staff of the Winnipeg *Free Press and Saturday Post*, has been appointed advertising manager of the Guelph *Mercury*.

* * *

"Peps" is the title of a booklet gotten out by the Federated Press, Limited, of Montreal, in the interests of more and better printing, and also, of course, to boost their own business.

The reading matter is interesting and snappy, and the typography and press work, as is only natural, are excellent.

This kind of house organ should prove a real business-getter.

An agreement has been reached out of court, which settles amicably the differences between the Vancouver *World* Publishing Company and World Building.

B. P. Wintemute has been appointed the new receiver.

* * *

The R. D. Robinson Publishing Company Limited of Sussex, N.B., publishers of the *Maritime Farmer*, have been granted an injunction restraining C. C. Avard and A. S. Moore of Sackville, N.B., from using the name "Maritime Farm" in connection with the publication of a farm paper.

HOUSEHOLD LAUNDRY
In the laundering of Table Linen few laundries have been able to come up to the high standard demanded by the modern housewife.
Five o'clock teas, suppers, dinners and evening parties have made the laundering of table covers a matter of no little concern, since nothing contributes more to the appearance and enjoyment of such festive gatherings as pure white, scrupulously clean table linen.
We've made this department in our laundry one of very special attention. Recent improvements make it possible for us now to turn out covers and napkins in such beautiful style that they look exactly the same as when new. We give them that velvet finish which are ear marks of good taste. You'll appreciate our service in this respect, and we solicit a trial order. You are especially invited to inspect our new plant.
NEW METHOD LAUNDRY, LIMITED
Cor. QUEEN and RIVER STS. PHONE M. 7486 and 7487
WE KNOW HOW

Strong appeal to cut out the home wash-day.

The Montreal *Daily Commercial*, the new financial daily, with W. S. Fielding as editor, made its appearance early in May.

* * *

A warm debate recently took place in the Canadian Senate when Senator Choquette introduced a bill forbidding newspapers to reproduce portraits of persons charged with crime.

At the time of writing there is little likelihood of its becoming law.

* * *

In many parts of Canada, the daily press has been running a "clean-up" week, and the *La Presse*, Montreal, and the *Calgary Herald*, have been specially aggressive.

This has offered a good opportunity to the merchants of garden tools, paints, seeds, and house-cleaning appliances and we understand the increase in advertising revenue has been a very gratifying one.

* * *

The *Ottawa Journal* recently issued a "Greater Ottawa Edition," which is claimed to be the largest ever issued (64 pages) by any Ottawa paper.

It was devoted to the progress of Ottawa during the past 30 years, and was remarkable for the excellence of the printing of the half tone illustrations.

* * *

In April, the *Canadian Courier* issued a Hardware Dealers' Supplement, the essence of the plan being to link together a publicity campaign and a merchandizing campaign.

Concentrate

in EVERYWOMAN'S WORLD

Canada's Great Home Magazine

Circulation Exceeding

65,000

Subscribers paid in advance for one full year.

Records open your Inspection Invited!

First on Your List

BECAUSE it reaches at least twice and more as many Canadian homes as any other Canadian periodical;

BECAUSE it is a *home* magazine appealing vitally to the Women folk, who buy or influence the buying of more than 90% of the vast sums spent annually for food, clothing and shelter;

BECAUSE it gives your message the life of a whole month and longer at a surprisingly low cost for the service rendered and EVERYWOMAN'S WORLD is your logical medium to use first to try out your campaign in Canada;

BECAUSE *it costs you only one half the rate per thousand of circulation that is charged elsewhere for space in Canadian periodicals;*

BECAUSE its books and circulation records are wide open for *your personal inspection*, or for your agents;

BECAUSE our absolute money-back guarantee to our readers, guaranteeing your message and your goods to them, makes them have confidence in you, so that they will respond to your appeal times over what you can expect elsewhere;

BECAUSE every legitimate service and information you can ask for is at your command from us, either direct or through your agency.

Chas. C. Tilpson

Vice-President and Advertising Manager

Continental Publishing Company, Limited

Head Office: TORONTO

UNITED STATES OFFICE:

12th and Callowhill Sts.,
PHILADELPHIA, Pa.

Special Representatives for United States:

Stockwell Special Agency
286 5th Ave., New York
Peoples Gas Bldg., Chicago

Through it the manufacturer is enabled to show the dealer what he is doing to create and maintain a popular demand, and the publisher, on his part, stakes the reputation of his journal on the quality and standing of the house whose advertising he is carrying.

This is the very finest kind of cooperation and without a doubt has proven very profitable to this national weekly.

* * *

W. R. McCurdy, news editor of the Halifax *Herald*, for refusing to divulge the name of the correspondent who wrote an article complained of by the Nova Scotia House of Assembly was imprisoned recently. His imprisonment resulted in a considerable outburst of popular feeling in his favor.

* * *

The steadily increasing circulation of the Montreal *Star* has again necessitated an increase in its mechanical equipment, and R. Hoe and Company are now installing another fast speed sextuple press.

When these and other additions are made the *Star* will probably have the largest equipment in Canada.

* * *

Thomas J. Barratt, the world famous advertising manager of Pear's Soap, is dead at Margate, England, aged 73 years. He had been associated with the firm of A. F. Pears for half a century, and might rightly be styled the father of modern advertising.

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In Toronto

81% of the homes
1 in every 6 people

Get the Evening Telegram every night.

This is a real circulation too. It is not forced or inflated. The Telegram has never offered a premium, held a contest or used similar means to add to its circulation. It is sold strictly on its merits as a newspaper and goes to more Toronto citizens than the combined circulation of any other two Toronto daily papers.

THE EVENING TELEGRAM

DAILY AVERAGE FOR APRIL

In Toronto	76,452
Country	5,005
Total	81,457

The Globe

TORONTO

Canada's National Newspaper

Welcomes to Canada the visiting delegates to the Convention of the Associated Ad. Clubs of America.

For 70 years "The Globe" has been introducing advertisers to the Canadian field. Practically every national campaign today starts with "The Globe."

Its sworn circulation last year shows the largest and most substantial growth of any year in its history, and for the first three months of 1914 averaged 66,264—a still further increase.

No Premiums, Guessing Contests or Voting Competitions entertained.

Sworn, detailed circulation statement sent to any interested party.

The Globe, Toronto

Economic Advertising

THE OFFICIAL ORGAN OF THE TORONTO AD. CLUB

"THE CANADIAN PRINTER'S INK"

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It Matters Much

To Advertising Men

More than 92,600 people daily prefer the Toronto Star to any other Toronto Daily Newspaper. These people probably spend at least $9,260,000 a month.

What they think of the Star **matters much** to the advertiser who is anxious to increase his patronage --- multiply his profits.

The Daily Star

Largest newspaper circulation in the Toronto newspaper field--the second largest in Canada.

Advertising rates lower per agate line, per thousand of circulation, than any daily newspaper in America. Rate card on application. Circulation books open at all times at Star Office, 18 King Street West.

UNITED STATES OFFICES

New York Chas. H. Eddy, - Metropolitan Bldg.
Chicago--Eddy & Virtue, - - People's Gas Bldg.
Boston--C. H. Eddy, - - - Old South Building

CONVENTION NUMBER

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 7. Toronto, June, 1914 No. 6

STRAIGHT TALKS

Wm. Woodhead, President A.A.C. of A.

GREETINGS

TO every visiting delegate a hearty greeting. Canada welcomes you, Toronto welcomes you. We are going to dispel those strange ideas that many of you have that Canada is a huge snow-ridden country stretching to the North Pole. We are going to convince you of the wonderful resources in agriculture, manufactures and minerals of Canada and let you know in part at least of the wonderful possibilities of the extension of your business in the Dominion. These remarks, of course, apply to those of our visitors from outside our boundaries, and you will "have to hand it to us" when we have shown you what sort of country and people are here. And you will forgive our pardonable pride.

We have already told you in a previous issue what the business programme of the Convention is, and in part what

Toronto and Montreal

—not Toronto vs. Montreal

There need be no rivalry between the "Queen City" and the "Royal City" of Canada.

Each city, in itself, is a market place which no manufacturer can afford to overlook or neglect. **Combined,** Montreal and Toronto have a population of 1,200,000, or more than one-seventh of the total population of Canada. These two cities control more than half the manufacturing output of the Dominion and are the chief jobbing centres for the country east of Winnipeg.

Both Montreal and Toronto have excellent transportation facilities and are equipped with all the necessary machinery for distribution, advertising and selling.

Delegates of the Associated Advertising Clubs visiting Toronto, are invited to come **ON TO MONTREAL!** The trip is delightful, either by train or water, and special arrangements have been made for the reception of Convention Visitors in the offices of

The Montreal Star

Canada's Greatest Newspaper

is being prepared for your entertainment. Possibly the most important item of the business programme is the proposal to substitute for the Code of Ethics which saw life first at Baltimore, a Standard of Practice, and every advertising man will agree that if such a standard can be introduced that will embrace and harmonize all the advertising interests, a remarkable advance will have been made. An attempt will be made to regulate the methods of doing business by the advertising agencies, especially in reference to the too common practice of always endeavoring to steal competitors' accounts. Not only in this respect will this Standard of Practice accomplish more than any other act of advertising legislation which has ever been formulated, but it will cover the entire field of advertising work, correcting abuses and establishing definite standards to be observed. This may sound rather like trying to make people moral by legislation, but we believe that the co-operative spirit which is now so much in evidence amongst every branch of advertising will most heartily endorse such a measure.

Never before has the response to the invitation to attend a Convention been so wide spread, and delegates are assured from almost every civilized country in the world.

Although the huge exhibition grounds with the many large modern buildings are better adapted for holding such a Convention as this than any other place, yet the programme is necessarily of such large and varied proportions that it will be quite impossible for any delegate to attend every meeting, and ECONOMIC ADVERTISING has arranged for special reports whereby not only the "stay-at-homes" but the visiting delegates will at their leisure be able to digest all the good things that will be put over. These will appear in the July issue.

Toronto is ready for you—Toronto is waiting for you, and Toronto with the hearty cooperation of the other advertising clubs in Canada is proud to welcome you. Take every advantage while you are here of rubbing shoulders with your fellow ad men. Possibly of rubbing corners off too, and certainly of acquiring ideas that cannot fail to be of the utmost service to you in your business. Do not be afraid to ask for information. Keep a good look out on the advertising columns of the various media. This will help you in a quicker way than any other to realize how many firms whose names are household words to you are using regular space in Canadian papers and on the Boards and Street Cars and Trade and Farm Press, which is proving a wonderfully profitable investment in the fertile Canadian advertising field.

EVERY AD MAN ONCE MORE-WELCOME!

The Times is a live paper for a live Advertiser to use.

YOU can't afford to overlook the HAMILTON "TIMES" when making your advertising contracts. No waste circulation. **The only Liberal paper in a city of over 100,000.** Goes into the homes. Bright, clean and up-to-date.

TIMES PRINTING COMPANY LIMITED
HAMILTON, ONT.

The Guelph Mercury and Advertiser

Circulates to 80½ per cent. Royal City Homes

The Genius of Success is the knack of knowing how and where to advertise.

Wise advertisers use the columns of the newspaper read by the greatest number of people.

The Evening Mercury's paid circulation every day is twice that of any other evening daily paper in Guelph. and is steadily growing.

Advertiser Founded 1844 — Mercury Founded 1867 —Amalgamated 1873

Seventy of service given to the advertising public. **years**

Rates for advertising upon application to any of the leading Advertising Agencies

or write direct to

THE GUELPH MERCURY AND ADVERTISER, J. I. McIntosh, Prop. and Pub., GUELPH, ONT.

THE FALSE ADVERTISING BILL

A LARGE number of States in the Union have legislation in operation to do away with false and misleading advertising, but although the introduction of such a bill in Canada has been somewhat tardy, now that it has made its appearance and passed the third reading, no one can complain of its thoroughness.

The bill introduced by the Hon. C. J. Doherty a few days ago in the Dominion Parliament draws a nice distinction between a misrepresentation of fact, and an expression of opinion.

The man who advertises as "all wool" goods, when they are, in reality, "shoddy," is up against a $200.00 fine and six months in jail, but he who claims his goods to be the "best in town," although they may actually be of inferior grade, incurs no penalty—the latter is merely an expression of opinion.

There is no intention in the bill to restrict a man's own good opinion of his own goods, but rather it is aimed to punish him for knowingly making a false statement as to value or price.

No restrictions are apparently placed on the distasteful medical advert sements, which are still all too common in the Canadian press.

The bill is a step in the right direction over its predecessor.

Previously the law had reference rather to the results accruing from the purchasing of goods advertised under false pretences—now the very fact of advertising falsely constitutes a criminal offence.

Nothing but praise is due Hon. Mr. Doherty for this new measure.

PROMOTION WORK

ONE of the most striking features of present day publicity is the awakening of our leading publishers to the duty they owe their advertisers and the public in the matter of service.

For the advertising department of nearly every big daily is, today, conducted on very different lines to only a few years ago.

Service s now the keynote. Local merchants are advised of new advertising campaigns, and in many instances proofs of the ads submitted to them, so that they can keep in closest touch with competitive lines, and the advertising agencies are also kept well informed.

Assistance is given the manufacturer in having his goods placed on sale, anticipatory to the commencement of his advertising.

In gingering up the sales force of local stores and arranging window displays real help is given.

In interesting readers by means of educational matter, and exercising a rigid censorship on the advertising columns big strides have been made. And the advertiser is assisted in securing proper distribution, and eliminating the waste bound to occur when the advertising appears in advance of the carrying of the goods by the local merchant—a state of affairs unfortunately only too common.

This is a great work that the daily press of Canada is carrying on at no small expense. But it really should not figure in the expense column—it has proven a most profitable investment, and both advertiser and publisher have profited by this "service."

THE FACTS ADVERTISERS WANT

("The Editor and Publisher and Journalist")

Here is a big problem, big enough for the personal consideration of the "biggest" man in the biggest newspaper—and for the next biggest man, and for all men who make newspapers.

WHAT KIND OF INFORMATION DO NATIONAL ADVERTISERS SEEK IN REGARD TO A NEWSPAPER—WHAT KIND OF FACTS ARE IMPORTANT TO THEM?

The problem is important from the fact that, in placing their business in any field, these national advertisers ACT UPON THE INFORMATION AVAILABLE TO THEM AS TO A NEWSPAPER'S VALUE AS AN ADVERTISING MEDIUM FOR THEIR PURPOSES. They do not guess, nor assume, nor surmise, nor found their decisions upon facts that were dependable a year ago. They want to know certain things NOW—and those newspaper-makers who are farseeing enough to keep them informed up to the minute will profit accordingly when contracts are signed.

Generally speaking, national advertisers require, as a matter of course, actual facts about circulation, quantitatively considered.

Sworn net circulation of the Daily Free Press for five years—1909-1913 inclusive:

1909	40,890
1910	46,181
1911	54,419
1912	61,591
1913	66,757
1914 (4 mos.)	68,960

They want to know whether the paper is a growing one or a retrograding one, or merely trying to "hold its own." As evidence bearing upon this question they have a natural interest in facts about recent new equipment a paper may have acquired—facts showing improved facilities for serving a growing clientele, either in the mechanical end or in the organization end.

These important milestones in the last eighteen months' history of the Winnipeg Free Press should establish pretty conclusively that the paper's progress is fully keeping pace with the development of its constituency.

The erection of the most modern newspaper building in Canada at a cost, including site, of over half a million dollars.

The installation of a Hoe Octuple Color Press, the most modern in the Dominion, giving the paper a press equipment of two sextuples and one octuple.

The installation of a junior Autoplate machine, the first to be erected in Western Canada.

The equipment of its news room with steel furniture throughout.

The enlargement of the magazine section of the paper to include four full pages of color.

An increase in the price of the paper in the City of Winnipeg to ten cents per week and the placing of all subscriptions on a cash in advance basis with a view to more equally distributing the cost of the production of the paper, a burden which hitherto has been borne almost entirely by the advertiser.

But it is, perhaps, of even greater importance to them to know what KIND OF PAPER YOU ARE TRYING TO MAKE—what kind of special features you are introducing, what editorial policies you are following, for they may thus judge as to the KIND OF PEOPLE THE PAPER WILL APPEAL TO.

The kind of newspaper which the Free Press is trying to make is one to serve the whole community, not any class or fraction of it. The Free Press aims first at furnishing day by day a clear, impartial, independent and accurate summary of the news happenings of the world, with special attention, of course, to Western Canada, the constituency it specially serves. In particular the Free Press covers, with great care, the news of Western development; and is a recognized authority on all such subjects as agricultural growth, crop conditions, real estate matters, financial and municipal questions. Accuracy and impartiality are the qualities in its news service upon which the Free Press insists.

They want to know especially, about how close to the people your paper is keeping in its hold upon the "Want Ad." business in the field, for no paper, unless it commands its share of this business, commands the closest interest of its readers IN OTHER LINES OF ADVERTISING.

Volume of Classified or Want Advertising carried by the Daily Free Press:

TEN YEARS' RECORD

Total for year	1903	1,793,554	agate lines
	1905	2,192,625	" "
	1907	2,938,200	" "
	1909	2,789,200	" "
	1911	3,972,659	" "
	1913	4,569,196	" "

They want to know HOW MUCH YOU ARE DOING TO EDUCATE YOUR READERS TO TAKE A CLOSE INTEREST IN THE ADS., for an army of readers who are merely "casual readers" of "ads" count for less in results to the advertiser than a comparatively small number to whom the "ads" are "opportunity news."

The Free Press avails itself of every opportunity to quicken the interest of its readers in its advertising columns, and to increase the percentage of subscribers who carefully read each individual announcement. With this object in view the make-up of the paper has recently been materially altered, the reading matter being placed in the central columns with one or two full columns of advertising on the left hand side of the page and the balance of the advertising on the right hand side. This style of make-up in no way interferes with the attractiveness of the news columns, while at the same time it doubles their position giving power, practically every advertisement in the paper being in close proximity to reading matter. The advertising is classified as carefully as possible, an effort being made to place every advertisement in the neighborhood of reading matter of a similar character. Special automobile, commercial, financial, real estate and other sections are maintained which develop interest along these lines, and materially increase the pulling power of the paper for advertisements of corresponding character. The Bureau of Advertising and other Advertising Talks are carried from time to time and are supplemented by news stories and special articles dealing with the advertisements carried from day to day. The Free Press will welcome suggestions for further development along this line.

Full information regarding an advertising campaign in the WINNIPEG FREE PRESS may be obtained from any advertising agency or from our special representative in your territory.

THE MANITOBA FREE PRESS COMPANY, LIMITED

Chicago Office: Henry DeClerque, 800 Mallers' Building. New York Office: Louis Klebahn, Room 306, No. 1 West 34th Street. Eastern Canada Representative: Edgar J. Guy, Canada Life Building, Toronto, Ontario. English Representative: F. W. Large, 29 Ludgate Hill, London, E.C.

The Gazette
MONTREAL

For the advertiser whose appeal is based on the quality of his merchandise THE GAZETTE stands out among Montreal newspapers as preeminently the medium to use.

Read by the people who want the best and who can afford to pay for it, the element of waste circulation is reduced to the minimum.

Over eighty per cent. of THE GAZETTE'S total circulation is delivered direct to well-to-do subscribers in the City of Montreal and suburbs.

THE GAZETTE PRINTING CO.
Limited
MONTREAL

Mr. Advertiser

If you want to reach the people of Saskatoon and central Saskatchewan you can do so through

The Saskatoon Phoenix

Daily and Weekly

Daily sworn circulation for 1913: 10,444

Weekly sworn circulation for 1913: 5,400

Carries the most complete Telegraph News Service available, supplemented by special correspondents all over Saskatchewan. The Phoenix is the first out of Saskatoon in the big field of Saskatchewan on the C. N. R., G. T. P. and C. P. R. with the day's news and is the recognised news and ad medium in this territory. Contract display advertising rate, Daily 4 cents a line, Weekly 2½ cents a line, Combined 5 cents—a fair rate for the quality of the service.

EDGAR J. GUY, TORONTO
Eastern Representative

H. De CLERQUE, CHICAGO
American Representative

J. A. AIKIN, Editor and Publisher

RETAIL ADVERTISING

By M. M. Gillam

RETAIL advertisers are the salt of the business earth and the fair-size to medium of them are the real chloride of sodium.

They are the ones whose aggregate of advertising expense does most to make the stupendous total that is named when round hundreds of millions are pointed to as the pay-out of a single year.

Many of them are unknown to business fame, but it is their dollars that bulge the pockets of newspaper people and manufacturers and producers everywhere, whenever any bulging is in evidence.

A specialty man may struggle, rise, blaze along the business sky and seem to be a big part of the whole thing in an advertising way. He surely gets his hand on the paint brush of fame. But when he shrivels or is snuffed out somehow the little old aggregate of hundreds of millions spent every year keeps up just the same and grows bigger and bigger month by month.

We are all apt to lose sight of the modest or small retail advertiser in the glare made by the big advertiser, whether he be retail or general.

It is really the modest retail advertiser who has the great problem to solve.

He is the one whose ear is closest to the ground to hear something to his advantage. He hopes to hear secrets that do not exist, one of them being an infallible rule for profitable advertising.

He needs to be alert to keep from stagnating or being choked out.

Competition for him can start with a shoe string and keep ahead of the red flag for a heart breaking time.

If he reads advertising literature the shot is almost sure to be over his head. He learns something of how the $50,000 advertising expense man or the $100,000 advertising expense man or the $200,000 or $300,000 or $500,000 advertising expense man has made hay in advertising sunshine.

The facts would not fit if he had the facts.

Oftener than not the real pith and kernel of the success story is not set forth. The way to great business fortune is very likely hung on a wordy peg that doesn't deserve it and by a pen that tells but a glimmering of the truth.

But how shall our retailer know?

He doesn't know. He cannot know.

At the Retail Sessions of our Toronto Convention there will be some meaty papers, well considered, well expressed, well founded. They will have interest to all, but to how many of the medium to small retailers will they have real practical value? To very few of them, I fear.

The principles underlying retail business are the same in the Metropolis or at a country cross

Pointers for Visitors to the Convention

Canada is prosperous and an excellent market for all kinds of advertised goods.

Montreal is Canada's largest, wealthiest and most progressive city, with a population of nearly 700,000.

Montreal will have 1,000,000 population in five years at the rate it is growing to-day.

Of Montreal's total population, nearly 450,000 are French speaking, and as French is, in Canada, an official language, on an equal footing with English, and is used in the Federal Parliament, this means that the French Canadians must be appealed to through papers printed in their own language.

LA PRESSE CIRCULATION OVER **136,000**

is Canada's largest circulating and most influential daily newspaper. It is the national organ of the French Canadian people, who number nearly one-third of the Dominion's total population, and for this reason enjoys a prestige and pulling-power that make it the most profitable advertising medium in Canada.

LA PRESSE offers advertisers a concentrated circulation of over 110,000 every day in Quebec Province alone—a greater amount than the total circulation of any other Canadian daily.

Through LA PRESSE you can reach all the well-to-do French speaking people of Montreal and other cities and large towns throughout Quebec Province and other parts of Canada where French is spoken.

Advertising rates lowest in Canada in proportion to circulation.

If you are coming to Montreal, call at our offices and let us show you through our plant—It's worth seeing.

Farmers' Weekly La Presse, with 45,000 circulation, covers villages and rural districts as thoroughly as the daily covers the cities and large towns;

LA PRESSE - MONTREAL - CANADA -

TORONTO—Telephone Bldg., 76 Adelaide St. West
NEW YORK—Wm. J. Morton Co., 5th. Ave. Bldg.
CHICAGO—Wm. J. Morton Co., Tribune Bldg.
LONDON, ENG.—19 Sicilian Ave., Southampton Row, W. C.
PARIS— 6 rue du Rocher

road, but the practice is vitally different.

Let every retailer who listens to Toronto essays and addresses bear these few thoughts in mind:

1. It is almost always *one man* behind any business that makes that business great, if it becomes great.

2. In any community that business is in the lead that in some respect stands out as different and better, and it is amazing how small the thing may be that is enough to make the business stand out—location, stocks, prices, service—the greatest being service.

3. To try and imitate advertising or business methods slavishly is to court disappointment.

4. If you have printed advertising to do think *why* your readers should be interested; believe in the thing yourself and know *why* you believe—*then say it in your own way*. Have no doubt of it—the reader will believe, too.

5. Learn all you can of how big successes have come and of how failures have come. Make this knowledge part of your business background. Then act as your own impulse directs. If you have digested well you will have assimilated into your own business fibre the "do" and "don't" of it all as no one can do it for you.

6. Listen at Toronto, talk at Toronto, rub against the successful men there; keep your dish up for soup from any source, not hesitating to give as well as to take.

The greatest value of such a convention, as I see it, is not the delightful social side, not the learned literary side, not the formal demonstration of cold business side, but the inspiration that comes from meeting men and women who have done things and are doing things and from the self satisfaction and encouragement that comes from discovering that the best and most successful of them are very common clay like the rest of us.

I verily believe that as much actual business genius is often

C. W. McDiarmid, Honorary President of the Toronto Ad Club

shown by the medium or small retailer who holds the lead in his comparatively narrow field as by the great merchant who forges to the front in a great city.

So far as I can bring it about the medium and small retailer is to be as glad he comes to Toronto as will be the one whose yearly turnover runs deep into millions.

THE PRINCE ALBERT TIMES

Established 1882

Advertisers who want to reach the good people of Prince Albert and of Northern Saskatchewan should use The Times. A pioneer in Western journalism and a safe and reliable medium.

Advertising rates 1½ cents a line.

J. A. AIKIN, Publisher

A 6000 Daily Circulation Covers Windsor and Environs.

A 4000 Weekly Circulation reaches the rest of the people of the County of Essex.

No one paper in Ontario covers its constituency as thoroughly as does

The Windsor Record

ROD and GUN
in Canada
Magazine

is read every month by more than

18,000 MEN

All Men With Big Incomes interested in Hunting, Fishing, Camping, Canoeing, Motoring, Motor Boating and others who seek pleasure in Canadian woods and waters.

It Circulates in 9 Provinces

W. J. TAYLOR, Limited
Publisher
Woodstock, Ont.

The Woodstock SENTINEL-REVIEW
(Woodstock, Ont.)

During the year 1913 went regularly into

9611 HOMES

in Oxford County, representing more than 90% of the homes; thoroughly covering Woodstock, Ingersoll, Tillsonburg, some twenty odd villages, as well as the rural parts of the district.

The Daily Sentinel-Review's circulation aggregated 5,579

The Weekly Sentinel-Review's circulation aggregated 4,032.

No other paper in the world published in a city the size of Woodstock can show as large a circulation.

Circulation books and records are open for inspection of clients and prospective clients.

THE CARTOON IN ADVERTISING

By Karl F. Schmidt—Illustrated with four copyrighted cartoons (by permission of McCutcheon Bros., Limited) used to advertise the wonderful natural advantages of Canada.

A CARTOON is the first thing nine out of ten readers notice on a newspaper page; it arrests the roving eye for the following reasons other than prominence of position: the art work of a cartoon is nearly always strikingly different from the other matter on the page—and pleasing contrast entices the eye; the subject matter is most generally news interest plus human interest—and these are the two great vehicles for presenting convincing copy; brevity is an essential feature—for space is costly and a good cartoon is a volume contained in a few pen strokes; good nature marks the good cartoon—the kind that warms the reader's mind into a receptive mood; in fact a good cartoon is Mark Twain, standing in a whole ponderous page of lecturers, introducing you to a purchasing audience and guaranteeing you a good hearing. After the cartoon introduction it is "up to you" to "make good" with your copy. Tie up to your cartoon with live copy.

Good nature—the human side of your proposition—very often finds best expression in a good cartoon: if you can make a man smile you have him in a receptive mood, ready for more serious consideration of your proposition. For example your attention might be directed for a moment to the famous "Stringency" cartoon, which, reduced to a miniature, is one of the illustrations of this article.

When money was tied in a tight bow-knot during the early part of this year in Canada—and everywhere else—there appeared in one

CROWDING OUT THE STRINGENCY.

of the Canadian periodicals a cartoon entitled, "Crowding out the Stringency."

The situation pictured by the cartoonist is a daily episode in the personal experience of every reader of this magazine—a crowded street car. The passengers who fill the street car seats are progressive, prosperous, prodigious fellows, each with a terrace of chins—the big fellows who always fill the street car when we dash madly forth in a vain endeavour to get a car home from the ball game before 6 p.m.

In this opportune cartoon the gigantic passengers are represented as the Canadian Fisherman ($35,000,000, annual value of Canadian fisheries); Canadian Miner ($145,000,000, minerals); Canadian Far-

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union

Hamilton, Canada

Our Back Covers

are in demand. This is evidenced by the fact that all but three for the balance of this year are sold. For next year two dates are open. Available dates are as follows:

1914 - July 11th.
October 3rd.
November 28th.

1915 - January 2nd.
March 6th.

We have amongst our cover advertisers an enviable list of firms, some of them the biggest in their line on the continent. Here is this year's list.

Babson Bros.	Lehn & Fink
Coca Cola Co.	Melchoir, Armstrong & Dessau
Colgate & Co.	Meriden Britannia Co.
Cudahy Packing Co.,	Wm. Neilson, Limited
Thos. A. Edison, Inc.	Postum Cereal Co.
Gillette Safety Razor Co.	Pugsley-Dingman Co.
Imperial Tobacco Co.	L. E. Waterman Co.
B.J. Johnson Soap Co.	J. B. Williams Co.

The CANADIAN COURIER is the only weekly magazine in the Dominion. It is the only weekly journal in Canada which prints its covers in colours. It is equipped to handle the finest advertising in any colours desired.

Back cover rate $130.00 for two colours (one black). Advances to $150.00 on July 1st. Ordinary space rates advance on the same date from $80.00 to $100.00 a page. The Usual year's protection accorded on all orders received before July 1st.

Canadian Courier

The National Weekly

Toronto

JAMES B. ALLEN
Advertising Manager

mer ($525,000,000, crops); Canadian Manufacturer ($1,620,000,000, manufactured products); Canadian Lumberman ($185,000,000, forest products); Canadian railway builder (4,000 miles of new track); and the New Canadian Citizen (the year's immigration, 418,812 people).

There they sit smiling—the fat fellows—rolling in fat and wealth. They are the personification of Canada's wonderful resources and annual income. Jammed into the very centre of this fat and prosperous crowd is the lean and dyspeptic "Stringency"—pictured as an ill-favored individual who is being squeezed out of his seat. Such pressure is being brought to bear by the fat passengers that the thin "Stringency" person with his

rubber-set whiskers and hard-boiled eyes is getting up preparatory to leaving the car—just as many of us have done when the fat old gentleman next to us has laid his wet umbrella against our new pink vest and then prodded our left eye with a parcel of fresh asparagus.

Well, that is what happened to

the "Stringency" in the cartoon—and in Canada; as it appealed to the public—it made them feel good—and encouraged. It was an excellent lesson in geography—and confidence. The public saw the wonderful resources of Canada in a new light—and people quickly reasoned it out that a stringency couldn't last long in such healthy, progressive company. From that moment the "Stringency" cartoon had a real advertising value. It was printed and tinted and mailed everywhere. It became a tonic in printed form for the average citizen.

As a news feature this "Stringency" cartoon has appeared in many of the leading magazines and newspapers of Canada and Great Britain; it has been reproduced on thousands of wall cards, picture postcards, folders,

NO ADVERTISING CAMPAIGN

can cover Montreal unless it includes

The Herald and Telegraph

Recent amalgamation has produced a circulation, with one exception, greater than any English paper between Toronto and the Sea.

THE HON. GEORGE P. GRAHAM, M.P.,
Ex-Minister of Railways of Canada.

THE HON. P. S. G. MACKENZIE, M.P.P.,
Provincial Treasurer of Quebec.

R. C. SMITH, ESQ., K.C.,
A leader of the Canadian Bar.

have just been added to the BOARD OF DIRECTORS.

Now is the time to arrange your Autumn and Winter Advertising Campaign. Rates on application.

THE HERALD CO., Limited, MONTREAL

TORONTO OFFICE—95 KING ST. EAST

J. B. RATHBONE, MANAGER.

etc., and even yet into the office of the firm that brought it out

"A Bright Spot at the End of the Day's Work"

there still come requests for copies of the picture. This cartoon has provided much valuable general publicity for the firm; and as a paid advertisement with good, pulling copy attached, the "Stringency" cartoon has been a big producer. Similar service has been performed for this firm by four other cartoons in the Canadian National Series, under the captions of "His Annual Cut" and "A Mint in the Prairie Provinces," and "A Bright Spot at the End of the Day's Work." This national series of cartoons was the right kind of advertising at the right time—during the stringency. From time to time situations occur in nearly every kind of business where a good cartoon—not the ridiculous or ludicrous, but a good cartoon—aided by good auxiliary copy, is a powerful force in attracting attention and dollars—especially the dollars.

* * *

Age isn't a matter of increasing years but of waning enthusiasm.

* * *

To wish for anything that is unattainable is worthless.

* * *

Be content with the day as it is; look for the good in everything.

* * *

Nothing except the mint can make money without advertising. —*William Ewart Gladstone.*

Associated Advertising Clubs of America

ANNUAL CONVENTION

TORONTO

June 21st to June 25th, 1914

Outdoor Advertising in Canada

The E. L. Ruddy Co. maintains outdoor advertising plants in nearly thirty important Canadian cities and towns, including Toronto, Montreal, Halifax, St. John, Sydney, Kingston, Hamilton and Winnipeg. It places outdoor advertising throughout the Dominion—both posters and painted displays.

RATES — Information regarding the quantity of posters needed, duty charges on imported posters, etc., will be promptly furnished.

E.L.RUDDY CO LIMITED

TORONTO

OUTDOOR ADVERTISING

By O. J. Gude—The O. J. Gude Co., New York; Chairman Outdoor Advertising Division.

OUTDOOR advertising helps more and better advertising, because while splendidly efficient itself, it peculiarly supplements all other medium by forcing the attention of the uninterested, and teaching people who don't know that they are being taught. Because, in its final analysis, advertising is teaching—teaching all the time.

Teaching some who are willing pupils, and eager to go to school.

Teaching others who are indifferent, but easily coaxed.

Teaching others again absolutely obstinate, who designedly turn their faces from the lesson thrust before them.

So, we can leave to the newspapers and to the magazines the willing pupils of the advertising master's school world.

For those who are seeking the day's store news there is no greater forum than the daily newspaper.

For those eager searchers, who voluntarily turn page after page of commercial announcements, no better place can be found to make appeal than between the covers of their favorite magazine.

But—

For the great 95 per cent—the uninterested and indifferent, but potential purchasing people—

Outdoor advertising offers a blackboard from which there is no turning away.

And this is the mighty power that Outdoor publicity brings to the advertising master's hand.

All the town a blackboard—every person on the street a student—studying the advertiser's lesson whether he will or not, in bold face type or picture.

Letters—big as himself—and sometimes bigger, always telling the story—in the morning, afternoon and night—today, tomorrow, every day.

Drilling deeply into the memory of each passerby some special name, phrase or trade-mark until it becomes part of the sub-conscious knowledge of the erstwhile stranger.

THIS IS ADVERTISING.

"MORE AND BETTER ADVERTISING"

By Jason Rogers, Publisher, New York Globe; Chairman Newspaper Division, A.A.C. Convention.

FROM the newspaper standpoint, I believe that the more fully we can co-operate with the advertiser, the more effective will be his advertising and the more of it we will receive. The Associated Advertising Clubs, idea in its development has done much to bring all of the many and diverse interests in advertising on speaking terms as it were, until buyers, sellers, and writers,

The Mail and Empire.

TORONTO

Canada's Greatest Newspaper

Voluntarily furnishes fullest information as to circulation and distribution. Here it is—

You know exactly how many and where

OFFICIAL DECLARATION

DOMINION OF CANADA, City of Toronto, To Wit: } I, WILLIAM JAMES DARBY,

of the City of Toronto, in the County of York, Circulation Manager of THE DAILY MAIL AND EMPIRE, newspaper, do solemnly declare:—

That the actual net numbers of copies of THE DAILY MAIL AND EMPIRE circulated during the week of June 1st, 1914, to June 6th, 1914, inclusive, was:—

Monday	**83,007**	**Thursday**	**60,311**
Tuesday	**69,358**	**Friday**	**60,068**
Wednesday	**60,822**	**Saturday**	**63,396**

Daily Average for the week—66,160

Distributed as follows:—

In the City of Toronto.....34,369

Outside of Toronto.....31,791

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act.

Declared before me at Toronto this 8th day of June, 1914.

W. J. DARBY, Circulation Manager.

SEAL M. C. McLEAN, Notary Public.

Printed every morning. Editorial page

GROWTH		
1906 38,639	1909 41,423	1912 54,355
1907 40,760	1910 44,364	1913 57,843
1908 41,067	1911 50,916	1914 See statement

QUANTITY AND QUALITY CONSIDERED, THE BEST VALUE AT CURRENT RATES OF ANY MEDIUM IN THE DOMINION.

have been brought to a realization that, after all, they are all serious and intense personalities, dependent for success on the sincerity and good faith of their interrelations.

That it pays a publisher in dollars and cents to free his columns from offensive and fraudullent advertising has been proven beyond any reasonable doubt in so many cases that it will not be long before the fakirs and frauds will not be able to buy space in publications made to appeal to decent people. That it pays advertisers to avoid the use of publications which ruthlessly run offensive medical ads immediately along side of or even on top of religious notices has also been demonstrated beyond all argument.

This wonderful educational campaign for truth and honesty in advertising, supported by an increasing number of publishers on one hand and advertisers on the other, is bound to make new converts and eventually eliminate the false and the dangerous from the business just as we have gradually made it more difficult for the circulation liar to do business.

Personally, I have the pleasure of knowing about as many advertisers, advertising agents, copy writers and newspaper publishers as any man in the newspaper business, having visited nearly every city in the United States and Canada several times during the last few years. I know that, by closer co-operation, we can help solve many of the business problems that in the past have made it expensive and unsatisfactory to do business.

In the New York *Globe* we carry a standing challenge at the top of the editorial column every day, as follows:

> "The *Globe* does not knowingly accept false or fraudulent advertising or other advertising of an objectionable nature. Every advertisement in its columns is printed with full confidence in the character and reliability of the advertiser and the truth of the representations made. Readers of The *Globe* will confer a favor if they will promptly report any failure on the part of an advertiser to make good any representation contained in a *Globe* advertisement."

During the past year probably a dozen readers have taken exception to good faith of some of the advertisers whose business we were running. In every case we either secured full satisfaction for the reader and discontinued printing

NEVER before in the history of Canadian advertising have there been facts available for an advertisement like the one on pages 32 and 33.

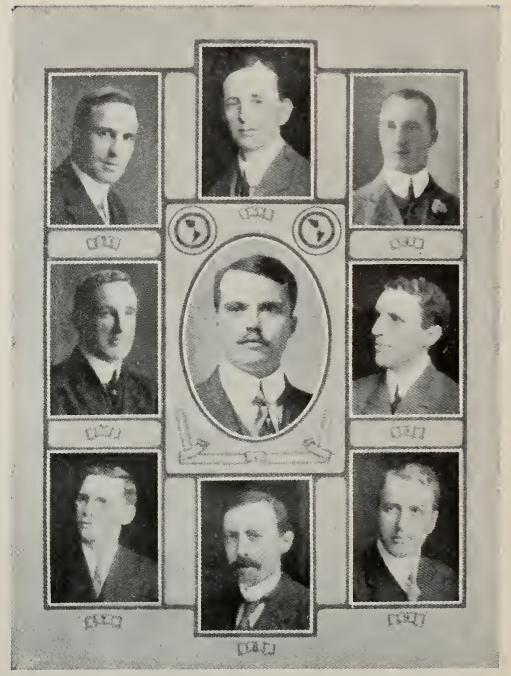
Look It Up

1. W. G. Rook, President.
2. F. H. Rowe, Chairman Convention Committee.
3. Elmer Phipps, Hotels.
4. W. J. Healy, Transportation.
5. John Blackhall, Ladies.
6. R. S. Coryell, Entertainment.
7. J. B. Hallworth, Registration.
8. D. O. McKinnon, Finance.
9. Geo. S. Fleming, Churches.

Chairman of Convention Committees A.A.C. of A. Toronto

—

1914



1. H. M. Tedman, Vice-President.
2. H. G. Hocken, Decorations.
3. F. G. McKay, Sec.-Treas.
4. Don Tuck, Canadian Clubs.
5. Murray Ross, Halls and Grounds.
6. George M. Bertram, Get-Them Out.
7. C. Hall, Customs.
8. L. D. Ray, Foreign Delegates.
9. C. A. Matson, Luncheons.

the advertising unless it was clearly proven that the complaint grew out of some mere ordinary error or misunderstanding.

Every decent and reputable newspaper publisher will gradually see that it is not only his duty and to his interest to protect not only the confidence of his readers by cutting out the fraudulent and offensive, but to gradually tighten in on the liberties allowed certain advertisers given to exaggeration or mild misrepresentations. We cannot expect every one to see the light all at once as it were. It is a wonderfully broad campaign which will produce more and better advertising.

Those of us who have battled long and hard at heavy expense and some sacrifice for honesty in circulation statements, for truth and honesty in advertising, do not urge that we are any better than others who have not seen the light, for we have found that it pays to be honest. There is a heap of satisfaction in being able to stand up and testify to the truth in the hope that more and more will do the same and thus help reduce the advertising business to a more exact science than it has been in the past.

THE ENGRAVER AND THE ADVERTISER

By E. W. Houser, President, Barnes-Crosby Company, Chicago, St. Louis

HABITS cannot be changed in a day or a night. There is no Keeley Cure which can be applied to the every day life of the average individual. War may be declared over night—an earthquake may destroy several cities in Japan—and a President may be assassinated—but the average man gets up at about the same hour; takes the same train to his office; reads the same newspaper; performs his accustomed duties; wears the same clothes and eats in the same place he did the day previous. Unless the disturbance is intimate enough to come in contact with his own affairs, there is no change in his daily routine.

Advertising is a powerful stimulant, but it cannot make the word "Ivory" stand for soap in one day or one week. It is like certain drugs, which, if administered in large doses have no effect at all, but when taken moderately and consistently, produce most potent results.

The conservative user of advertising; the man who understands the tools with which he is working, starts easy and proceeds with a sure but steadily increasing momentum. Such an advertiser does not regard publicity as an "Alladin's Lamp" which, if rubbed vigorously, will change a $10,000 business into a $1,000,000 business in the twinkling of an eye. He knows that advertising is but one of the vital wheels in any organization and should be perfectly geared to work with the rest of the selling machinery to build business.

The Toronto World's new building at 40 West Richmond street is just about completed. There is some space to be let to suitable tenants.

Combined net average circulation of the Daily and Sunday World more than 140,000. Purely City of Toronto circulation more than 98,000

The far-seeing advertiser has ceased to ask of the engraver: "How many square inches," but inquires, instead, "Why are you putting in those square inches that will induce people to buy my goods? What can you do to make my catalogue better than those of my competitors? What new ways have you to suggest of showing my products? What ideas have you evolved for my newspaper and magazine advertising?"

At first the engraver was inclined to resent this attitude of the advertiser. He nursed the idea that he was being forced to give something for nothing. He could not out-grow the habit of making and selling "square inches." Service was not yet a part of the commodity he sold.

Fortunately for the craft, the engraver has come to recognize that if his business is to attain any dignity, it must consist of something more than making and delivering printing plates. There must be something for him to talk about which cannot be measured in terms of square inches.

As a result, advertising pictures have greatly increased in their selling effectiveness. Instead of serving to adorn a book or merely to catch the eye, they are made to contain a message, simple, clear and understandable as a child's A B C.

The advertiser, too, has become more discriminating. Instead of regarding engravings as "cuts," he has learned to distinguish between the products of the old "square inch" cut maker and the potential selling capacity of the printing plates which are used to express "ideas."

Service—something above and beyond the face value of printing plates, is a factor which the engraving buyer has found it worth his while to pay for generously. He no longer fills a $5,000 space with a $25.00 picture, and a $10.00 printing plate.

THE FARM PRESS AND THE FARMER

By T. W. Le Quatte, Treasurer, A. A. C. of A.

THE farm is a factory where the raw products of earth, air and water are changed to food and raiment for the nat on, and these farm factories are managed, operated and owned by human beings, whose homes are a part of the farm factories.

The first great problem of the Agricultural Press has been to gain from manufacturers and advertising men a recognition that *human beings* live on farms and operate them.

Manufacturers have believed in advertising machinery for the farm factory, but seem to think the people who operate it, and whose home is a part of it, require none of the conveniences of civilization, in use by people who have a city factory at one end of the town, and a home at the other. The farmer *bought* other things besides

The Canadian Countryman

THE appeal of THE COUNTRYMAN to its readers is essentially a quality appeal. This is apparent in its editorial contents, in its typographical arrangement, in its illustration, and in the absence from its columns of any advertising that cannot be recommended to the confidence of its readers.

THE COUNTRYMAN is a force in its field as a practical educator and as a promoter of farm ideals. Its efforts are directed toward a demonstration of farming as the most interesting business on earth—and an exceedingly profitable one where right methods are employed. It aims to be an inspiration to the farmer in a practical sense, and in his home life as well. It reaches the farmer's wife very effectively through household and fashion departments of unusual merit.

A farm paper of the sort described above creates wider opportunities for the sale of up-to-date farm equipment, and for all kinds of household conveniences too. As an advertiser, you are interested in knowing something about what this paper has accomplished in the way of real service to manufacturers in the marketing of their goods.

Write for the Countryman's Record of Results to Advertisers.

THE CANADIAN COUNTRYMAN'S present net paid sworn circulation is 32,500. The sworn average net paid circulation for the 12 months ending Feb. 1, 1914, was 28,271.

You are interested in the betterment of conditions in the Western Provinces. In recent issues we have described the reasons why the Dominion Government should assist farmers in the West to the extent of $40,000,000 in the purchase of live stock. This matter is one of vital importance to all Canada. The facts bearing on the situation are very interesting. We have included them in a folder, copy of which we'll gladly send you.

THE CANADIAN COUNTRYMAN PUB. CO.
60 Colborne St., Toronto

T. J. TOBIN, ADVERTISING MANAGER.

machinery, and the retailer delivered them, but the manufacturer did not *sell* them. He merely filled the orders without even

T. W. LeQuatte, Des Moines, Treasurer of the A. A. C. of A.

knowing that the ultimate consumer was a farmer.

The farm papers discovered the farm home and the farm family. They were already established on terms of business intimacy with the farm factory, they proceeded to establish themselves on terms of social intimacy with the farm family and the farm home.

There is no natural antagonism between the farm paper and the mediums used to reach city people. In many lines the united co-operation of the manufacturer and the retailer are absolutely necessary to the success of the campaign.

Advertisers must be willing to do development work on the farmers, just as they have in the past on city and town people.

The man who sells an article that is used both in the city and the country, cannot afford to overlook the efficiency of the agricultural press. He may be only just breaking even on his city advertising campaign, or he may be losing money, but when that man uses agricultural papers, to educate the farming communities surrounding these towns, he will make it possible for his salesmen to greatly increase orders

"Safety First"
Some men, sometimes, can board the flying street car or "monkey with the buzz-saw" in a mill or factory, and get away with it. But that's how accidents happen. Some men, sometimes, can shave with an open blade razor and avoid cutting themselves. But thousands agree that the chances are against it.
THE
Gillette Safety Razor
was the practical forerunner of to-day's "Safety First" movement. What engineers are doing now to safeguard tools and transportation, King C. Gillette did ten years ago for that much used tool, the razor. And while he made the razor safe, he also made it
keener, harder and handier than the old open blade
That thin, electrically tempered blade, gripped rigid in the adjustable holder, gives the cleanest, smoothest and quickest, as well as the safest shave man has ever enjoyed.
Standard Sets, now $5.00—Pocket Editions $5.00 to $6.00—Combination Sets $6.00 up—At Hardware, Cutlery, Drug and Jewelry Stores
GILLETTE SAFETY RAZOR CO. OF CANADA LIMITED
Offices & Factory: The New Gillette Building
MONTREAL

Making capital out of the "Safety First" slogan

without any more effort, and sales without any extra sales expense, except in the advertising department.

The Record of The Commercial Press, Limited

1911. (Incorporated May 1.)

Acquired	The Canadian Manufacturer
	The Canadian Clay Worker
	The Canadian Nurse
	The Canadian Builder & Carpenter
	The Canadian Hardware Journal
1912.	
Started	The Railway Journal of Canada
1913.	
Acquired	The Furniture World
Started	The Retail Grocer
	The Retail Druggist
1914	
Started	The Canadian Provisioner
Acquired	Motoring and Motor Trade of Canada
	Good Roads of Canada

In three years this company has developed from one of the smallest concerns in Canada until it is to-day recognized as the most progressive trade and technical journal publishing house in Canada—most enterprising in editorial policy and most aggressive in circulation policy.

This company has proved to hundreds of advertisers that advertising in these specialized mediums **does** pay.

THE COMMERCIAL PRESS, LIMITED
32 Colborne St. Toronto

SERVICE AND TRADE PRESS EFFICIENCY

By William H. Ukers, Chairman of the Trade Press Department, and President of The Tea and Coffee Trade Journal

THE trade paper publisher's lot, like the policemen's, is not always a happy one. He has certain problems common to publishers generally, but there are others, peculiarly his own.

The trade journal publisher is a specialist, and usually he is an authority on intensive publishing. He has to blaze new trails, and make precedents. Frequently he has been misunderstood. He has been most cruelly misunderstood by the advertising agent and the advertising agent has oft times been misjudged by the publisher.

Early in the development of the trade journal business an abyss was opened between these two, and I question whether the publisher hasn't been as much to blame for keeping it open as the advertising agent. But times change. Organization has done much to broaden the thought of these old time enemies who ought to be friends, and, when the mists of doubt and suspicion have cleared away finally (as they must) in keeping with the progress of the age, I am certain we shall find them traveling on, shoulder to shoulder, arm in arm, toward the City of Big Things.

Good wine needs no bush. The trade paper needs no defense. Self appointed champions of the trade press have arisen from time to time, and their well-meant but misguided efforts have served in most cases to produce only confusion worse confounded. The trade journal man may well pray, "Deliver me from my friends."

THE KIDNAPPING ADVERTISING AGENT

The trade paper publisher's chief grievance against the advertising agent is that he is a natural born kidnapper. How often has the trade journal man created new business, discovered a new prospect, and, when he has tenderly nursed him into a lusty advertising youngster of great promise, and watched him play around happy and contented in his own yard, how often has he been horrified to see some advertising agent pounce upon him, make off with him, and finally land him in the magazine man's yard? Can you blame him if he sets up a cry of "Stop Thief"?

Of course, the trade journal publisher may have been a neglectful parent. Much might be said along this line. Parents who neglect their offspring, shouldn't be surprised, if, sooner or later, they find them playing in some neighbor's yard. Children forget very soon, and young advertisers, like children, are grateful to those who are good to them. However, thoughtful trade paper publishers do not object so much to the advertising agents and magazine men paying attention to their young hopefuls, but when they seek to lure them away with

¶ According to a statement made publicly by an officer of the Toronto Board of Trade, Northern Ontario purchases for 1912 were in excess of $45,000,000.

¶ Backed up by an increase of fully 15 per cent. since that statement was made, the purchases for this year will amount to more than $60,000,000.

THE FIELD

¶ In the past year Northern Ontario has made more substantial gains than any other part of the Dominion. Pay rolls in the various camps are steadily increasing, the agricultural districts are rapidly filling up, while general commercial conditions are permanent and satisfactory. Northern Ontario is, to-day, a country of homes, populated by a class of people who purchase advertised trade-marked lines.

THE MEDIUM

¶ The Daily Nugget is the medium by which you can economically advertise your goods. It is the only daily paper published in the district. Its home territory, consisting of Cobalt, North Cobalt, Haileybury, and New Liskeard, with a population of over 23,000, is covered in a thorough manner. In other towns such as North Bay, Cochrane, Porcupine and intermediate places the circulation equals that of weekly papers. The Nugget offers you a "paid in advance" circulation locally of over 5,000 copies daily.

The best evidence of Nugget advertising value is the amount of National advertising being carried in its columns.

Complete information given upon request to any recognized advertising agency, or from

THE COBALT DAILY NUGGET

Limited

COBALT, ONTARIO

honeyed words, and candied promises of doubtful fulfillment then they are justified in making loud protests.

Do magazine men and advertising agents wilfully misrepresent? In this enlightened age and generation, I sincerely hope not. They are simply ignorant, that's all. Advertising men despise a substitutor, yet the magazine solicitor, or the advertising agent that "knocks" trade papers, is the worst kind of a substitutor.

Intelligent magazine men know that the trade paper plays a most necessary part in every advertising campaign. Why, it has been said that as many customers go into a store of one dealer, subscriber to the *Dry Goods Economist*, in one week, as several consumers' magazines have as yearly subscribers.

When a man is not up on a proposition, he is usually down upon it. Only those advertising men who have failed to acquaint themselves with the facts in the case pertaining to trade papers, belittle their power and their influence.

The average advertising agent is a man whose mind is filled with many things, from needles to anchors, from soups to corsets. The trade paper man *knows one thing well*. He is a specialist on his line, and he has something more to sell than circulation, something better than advertising space and that is CONFIDENCE; and when we multiply the number of dealer subscribers by the number of customers possessed by each, what far-reaching influence is here presented to the manufacturer and how necessary it becomes to secure this dealer's confidence. And there is only one way to reach him effectively, and that is through his trade paper.

CREATIVE ADVERTISING WORK

There is another abuse in the advertising business, which has caused the trade paper publisher much annoyance, and that is the practice in which some agents indulge of demanding commissions on business not created by them. It frequently happens that a trade paper publisher, or his advertising manager, will labor hard and earnestly to convince a manufacturer that he ought to have dealer cooperation, and, when the advertising agent handling the business in instructed by his principal to add the trade paper to his list, by some curious reasoning process, the agent more often than not, demands his commission just the same as if he, and not the publisher, had done all the work.

Of course, not all advertising agents are like this. Of late years there has been evolved the newer type of agent, who exacts a service fee from the advertiser, and demands nothing of the publisher. This agent serves one master and invariably does it well. He has an open mind towards all publishers, and plays no favorites.

But because the general advertising agent has been so slow to recognize the facts in the trade paper case, trade paper publishers in certain lines have been forced to organize their own agencies

If you appeal to Women it will pay you handsomely

PERHAPS, through someone's talking, you have come to know about this great merchandising medium. People have been talking. Some have been knocking. But you are privileged—in fact, requested—to come yourself, or to send your agent to 16-18 Sheppard St., Toronto, to inspect all records, (Subscriptions, etc) relating to EVERYWOMAN'S WORLD. Will you investigate? We wish you would.

Here are facts about

EVERYWOMAN'S WORLD

Canada's Great Home Magazine

EVERYWOMAN'S WORLD is founded on right principles.

The "kick" and the "punch" are in it. The true idea of service is its predominating ideal.

All of its subscribers were secured through advertising—hence it should delight the heart of every good advertising man.

And since its appeal is exclusively to women folk, and others in the home, your advertising will pay you handsomely in Everywoman's World.

Will you write us and we'll get together to talk over your particular problems?

The service of experts in selling, manufacturing, printing, art, and advertising in its important phases, is at your command.

Circulation Exceeding

65,000

Subscribers paid in advance for one full year.

Records open
Your Inspection Invited!

Head Office: TORONTO

UNITED STATES OFFICES:
12th and Callowhill Sts.,
PHILADELPHIA, Pa.

NEW YORK MANAGER:
John Sullivan, 5th. Ave. Bldg.

Special Representatives for United States:
Stockwell Special Agency
286 5th Ave., New York
People's Gas Bldg., Chicago

and others in the Home to be in:—EVERYWOMAN'S WORLD

Canada's Great Home Magazine

A Personal Note

TWO Executives of a big Canadian firm early in May told me that although their appropriation was $40,000 for advertising in 1914, and it had all been placed, they felt that the worth of a great woman's magazine in Canada was of such moment to their business as to warrant a special appropriation right now for Everywoman's World.

These men have the right idea!

It is worth a great deal to your firm and to your business to have Canada's Great Home Magazine available to foster and further your merchandising.

Only think, man, of its possibilities right now to **your** business!

I'm content to leave it to you to act! For it is such good value as to warrant even a special appropriation from you.

Everywoman's World should be first on your list for Canada.

C.C.N.

First on Your List

BECAUSE:

It is obvious that it should be;

It reaches so very many more Canadian homes than any other Canadian periodical;

It is a home magazine appealing vitally to Canadian women folk;

It gives your message the life of a whole month and longer at a surprisingly low cost for the service rendered and EVERYWOMAN'S WORLD is your logical medium to use first to try out your campaign in Canada;

It costs you only about one half the rate per thousand of circulation that is charged elsewhere for space in Canadian periodicals;

Its books and circulation records are wide open for *your personal inspection*, or for your agents;

Our absolute money-back guarantee to our readers, guaranteeing your message and your goods to them, makes them have confidence in you, so that they will respond to your appeal times over what you can expect elsewhere;

Every legitimate service and information you can ask for is at your command from us, either direct or through your agency.

Chas. C. Tilson

Vice-President & Advertising Manager

Continental Publishing Co., Limited

4447 of CALGARY'S HOMES take no other daily paper but

The Calgary Herald

This fact, as well as the fact that THE HERALD GOES INTO MORE HOMES THAN THE OTHER TWO DAILIES COMBINED, was shown by a newspaper census which was made by a committee of Calgary's leading business men, who selected this means as being the best and surest way to arrive at the value of the different local newspapers' advertising. THE CITY CIRCULATION OF THE HERALD is 10,851. TOTAL CIRCULATION IN EXCESS OF 21,000 SWORN TO. Write for folder, giving all the facts of this newspaper census. IT'S INTERESTING.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

For twenty-six years we have supplied the Druggists throughout Canada with an interesting monthly journal for $1.00 a year.

THE CANADIAN DRUGGIST
TORONTO

For twenty-six years a large number of Advertisers have patronized our columns continuously. It pays them. It will pay you. Write for advertising rates to

The Canadian Druggist, Toronto

and service bureaus designed to render manufacturers the service that the general agents ought to have furnished. In the grocery field, a group of the better papers have had their own agency soliciting business for them, for the past five years. This agency has secured thousands of dollars' worth of accounts for grocery papers that never before appeared in them, and in many cases they were accounts handled by general agencies that had steadfastly refused to recognize the trade press. Trade paper publishers in other fields have done the same thing, until today the leaders in the agency business are awakening to a realization of this most important truth: THAT WHENEVER AN INDUSTRY IS SERVED BY A THOROUGHLY COMPETENT BUSINESS PAPER, ITS ADVERTISING PAGES OFFER THE MOST ECONOMICAL ADVERTISING THAT THE INDUSTRY CAN PURCHASE.

THE POWER OF THE BUSINESS PRESS

We hear a lot these days about trade mark piracy, standardization of prices and the need of educating the dealer. I think the manufacturers of trade marked goods are themselves to blame for much of the trouble, simply because they have permitted the general advertising agencies to lead them around by the nose. I would have them study the business press at first hand. Let them judge it by the best, not by the worst examples. A prominent New York advertising man made an exhaustive study of 17,000 newspapers. He found but 800 of them efficient; yet newspapers as a class are invariably judged by the representative ones. Unfortunately, this has not been the case with trade papers. The trade paper men are to blame for this and they are trying to remedy it.

Over 75 different trades, industries and professions are represented in the Federation of Trade Press Associations in the United States. The capital invested in trade papers in this country has been estimated at not less than $50,000,000.

Five New York City trade paper publishers employ 600 people. One New York publishing institution owning its own plant employs 900, its weekly pay-roll is $27,000 or $1,404,000 per year.

This then is a power to be reckoned with. Every manufacturer whose goods are sold through dealers, every advertising manager, every advertising agent, owes it to himself to get thoroughly acquainted with the trade press.

TRUTH AND SERVICE

There is no greater force for righteousness in the business world today than the efficient trade journal, because it stands for clear white honesty of purpose and all that is practical in the uplift movement. It emphasizes quality, not quantity, in circulation, because it seeks, first, readers of character. We for the truth, yes, but the trade press stands for something more than the truth, and that is SERVICE.

When the advertising men and

The Maclean List

The President's Office - - June 1914

AN index of the value of any MACLEAN Publication as an advertising medium is the number and character of the firms using it.

Every MACLEAN publication is produced by able men of broad experience in closest possible touch with the interests it is designed to serve.

□ □ □

With respect to editorial features, writers and contributors, illustrations, covers, paper and printing, no expense is spared.

□ □ □

The MACLEAN publications are admittedly supreme in their respective fields.

□ □ □

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

Your Customer is a reader of the MACLEAN publication related to your interest. Be where his eyes will see the message you have for him.

Specimen copies and advertising rates sent on application.

The Maclean Publishing Co., Limited
143-149 University Ave., Toronto
also at
Montreal Winnipeg New York Boston
Chicago and London

the trade paper men understand each other better, there will be less of savage competition and more of cooperation in the business world, and "cooperation is business democratising itself, garlanded, dancing, and set to music, the Ten Commandments and the Golden Rule."

All literature is advertising, and all written advertising that grips attention is literature.

* * *

"Don't get so wise that you think an outsider can't tell you anything about your business. The man on the bench often sees things the player misses."

REACHING THE FARMER

By A. T. Enlow, Advertising Manager, The Pedlar People Limited

HOW shall we go about it these piping days of peace to secure a portion of the business placed by the Canadian farmer?

Inasmuch as it is generally understood by the advertising fraternity how to secure orders via the printed appeal from the average non-agricultural purchaser, it only remains for us to differentiate as to the individual tastes, habits and inclinations of the farmer.

Mayhap and gadzooks the farmer was once counted in the "Come-on" class, but those unhappy days are over. To-day's farmer, to be fairly successful must know a whole lot. He is expert on soils—their analysis and reconditioning; knows all about mixed farming and crop rotation; stock-breeding based on eugenics; blights and bugs and infinite pests, with emphasis on spraying; horticulture, floriculture and the raising and sale of poultry, bees and similar by-products; the purchase and use of varied and intricate machinery and appliances; the state of the markets and price tendencies on all products—and last but most important—how to interest and diversify farm life so that he and his family will be healthy, happy and prosperous, and will incline to the farm, not away from it.

In variety and extent of knowledge he has his urban brother beaten forty ways, and yet some people continue to call him a "*rube*."

Many very excellent publications in this country have their main clientele in the farmer, and it is very evident that he is in a position to be reached, provided the appeal is timely and forceful. The farmer also is generally a rural free delivery beneficiary and direct advertising will reach him promptly.

It is well known that at two seasons of the year the farmer is extremely busy outdoors—at seeding and harvest times—and therefore the appeals should be timed to suit this condition. The long daylight hours mean short evenings and tired bodies. During the "Between Seasons" the farmer will read everything that reaches him.

WE MAKE
ELECTROTYPES
AND
STEREOTYPES

For Advertising and Printing

Look at this list of well known firms in Canada and United States for whom we make advertising plates and act as distributors as well.

Lord & Thomas, Chicago
H. K. McCann Co., New York
R. T. Booth & Co., Fort Erie
Royal Baking Powder Co., N.Y.
N. W. Ayer & Son, Philadelphia
The Van Cleve Co., New York
J. J. Gibbons, Ltd., Toronto
Gagnier Adv. Agency, Toronto
Dodds Medicine Co., Toronto
Wilson Fly Pad Co., Hamilton
Northrop & Lyman, Toronto
Willys Overland Co., Toledo
W. J. Thompson Co., New York
Norris-Patterson, Ltd., Toronto
C. H. Fuller Co., Chicago
Steele-Briggs Seed Co., Toronto
Studebaker Corp., Walkerville
E. S. Dean Adv. Agcy., Toronto
F.A.Rowlatt Adv. Agcy.,Toronto
Canada Postum Cereal Co.
T. Milburn Co., Toronto
Dr. Miles Med. Co.,Elkhart,Ind.
Clougher Syndicate, London, Eng.
Carter Med. Co., New York
Edmanson & Bates, Toronto
Dunlap, Ward Co., Chicago
Worlds Med. D. Assn., Buffalo
Scott & Bowne, Toronto

AND MANY OTHERS

Some of the above firms have done business with us for over a quarter of a century.

We are the largest firm of

ELECTROTYPERS and STEREOTYPERS

in Canada, and have been doing business continuously for over thirty-five years.

CENTRAL PRESS AGENCY
LIMITED

F. DIVER, Manager **70-76 Pearl St., TORONTO**

Nowhere does the personal reference carry such weight as in the country. A good product means a satisfied customer, and unlike his

W. G. Rook, President of the Toronto Ad Club

city brother, he inclines to publish it forth "after meeting" and on other occasions.

Red tape should be relegated to the rear when soliciting and dealing with the farmer. All letters and printed appeals as well as personal solicitations should be simple, concise and sincere. The way should be made easy, and every aid given, every objection anticipated, for the farmer is given to procrastination, and he is inclined to feel that a dollar not spent is a dollar earned.

Once established with the farmer, the returns are regular and dependable, provided the product is right and the treatment suits his peculiar needs. Payments are sure, but frequently slow, as the farmer's income is somewhat spasmodic.

Treat the modern Canadian farmer as a technical specialist; appeal to him on a basis of fair dealings and a dollar's worth of value for every dollar received—cut out impossible guarantees, glittering generalities and complicated copy and he will be your friend—and the farmer deals only with his friends.

* * *

The real friend is the one who gives you pepper once in a while rather than sugar all the time

Every member of the firm excels in his particular branch.

THAT IS THE REASON YOU SHOULD SUPPORT

PHŒNIX ENGRAVING
LIMITED

and obtain that satisfaction only gained from years of EXPERIENCE, SERVICE, QUALITY, PRICE.

Half-Tone, Intaglio, Zinc and Wood Engravings.

37 Richmond Street East
TORONTO

Acton's Trade Papers

are

Shoe & Leather Journal
Baker & Confectioner
Painter & Decorator
Furniture Journal
Ready-To-Wear
Men's Wear

They have the confidence of their readers and they are managed and edited by men who keep them up-to-date.

They are subscribed to by potential buyers who represent the worth while accounts in the fields covered.

Our Service department is helpful to manufacturers not fully acquainted with the Canadian field.

If it would interest you to have further information about our papers or the fields they cover communicate with our nearest office.

Acton Publishing Co., Limited

Toronto - - - - Montreal

5 Beekman Street., New York

716 Peoples Gas Building, Chicago

Jas. Acton, President J. J. Gallagher, Managing Director

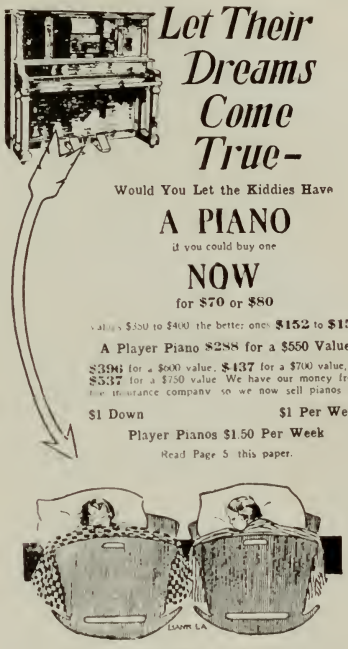
THE GENERAL ADVERTISER AND THE TORONTO CONVENTION

O. C. Harn, Manager, National Lead Company

TO the general advertiser as such the Baltimore Convention marked the most important step in the development of the Associated Advertising Clubs of America. Previous to that time there had been nothing to interest the general advertiser except as his interests paralleled those of the local advertiser and those of the seller of advertising opportunity. That the local advertiser and the publisher were in the same boat only emphasizes the importance of the movement inaugurated at Baltimore to differentiate between the interests in advertising.

The functions of the Associated Advertising Clubs of America in fostering the organization of local clubs and in directing the educational work and the get-together spirit after organization had been well performed and had justified its existence, but it had done practically nothing toward solving the great business problems which existed in the advertising field.

These problems could not even be formulated, much less solved, by such an organization as the Associated Advertising Clubs was. Organizations of interests, as such, took little or no interest in the Associated Clubs, though many of the individuals composing those interests were active in the Associated, because those individuals were interested in local clubs.

Seeing the situation clearly, a few men, led by John K. Allen and W. H. Ingersoll, blazed a new trail for the Baltimore convention, and at Toronto it is hoped that the blazed trail will be made a broad

Let Their Dreams Come True-
Would You Let the Kiddies Have
A PIANO
if you could buy one
NOW
for $70 or $80
values $350 to $400 the better ones $152 to $156
A Player Piano $288 for a $550 Value
$396 for a $600 value, $437 for a $700 value, or
$537 for a $750 value We have our money from
fire insurance company so we now sell pianos for
$1 Down
$1 Per Week
Player Pianos $1.50 Per Week
Read Page 5 this paper.

Prices have dropped some, a rather doutful buy

highway over which the cause of advertising will move rapidly to an advanced position.

There is still much to be done. The ridiculous situation which exists in regard to circulation statements of publications must be cleared up before the advertising fraternity can really lift up its head. Apparently some progress has been made during the past

The shrewd, conservative advertiser, the one that quietly cyphers out the paper that gives the most publicity at the least cost is the man that is using

The News

Toronto -:- Canada

A paper with a prestige that exerts a powerful influence upon its readers and brings business to the advertiser.

year or two towards eradicating this blot, but the Associated Advertising Clubs can never help in the movement until organized strongly by departments as is now proposed as a result of the departmental program which was so successful at Baltimore.

The insistence on the part of a majority of publishers still to accept and print advertisements which ought to make them blush, calls for heroic efforts on the part of those who have the real interest of advertising at heart.

I can see no better way to force a reform in this respect than for publishers who are working hard to make advertising clean and honest, and therefore more efficient, to unite in a department organization in the Associated Advertising Clubs of America and, aided by the departments of all kinds of advertisers, wage a war which will make it impossible for their unscrupulous competitors to exist on the old discredited basis.

I feel sure that the general advertisers are becoming stronger every day in their determination to patronize only worthy mediums; and a good strong departmental organization in the Associated Advertising Clubs of America will greatly aid such strong pioneers in this movement as the Association of National Advertising Managers to prosecute the work, because it will give a forum where the interests may meet for planning and for mutual encouragement.

Other problems of similar nature can never be tackled and thrown by an organization such as the Associated Clubs has been, therefore we general advertisers are deeply interested in what the Toronto Convention may bring forth in the way of a fundamental change in the organization.

THE VIGILANCE MOVEMENT

By Harry Robbins, Advertising Manager, N. W. Halsey Co., New York

INSPIRED by the inherent honesty that is the very fibre of the modern advertising man; bred by the increasingly apparent business necessity of rooting up the weeds from the advertising garden, the vigilance movement today waxes strong in its virile maturity.

There is writ in flaming letters across the advertising sky: "Thou Shalt Not Lie; Deceive, or Defraud, for the Truth and the Truth Alone Must Prevail."

The Truth standard is not so new a thing as some may think. True enough it has only recently been emphasized—thanks to the conviction, courage and determined action of the advertising clubs; but its basic principle has long been recognized and practiced.

The present nation wide movement had its inception years ago,

Toronto Convention–1914
Visiting Ad. Men Greetings!

It is a no greater honor to have this important Convention in our midst, than it is a wonderful opportunity for you to study the possibilities of the Canadian field at first hand.

But there are pitfalls and snares for the unwary.

You want the guidance and help of an advertising agency of repute.

Norris-Patterson Service

is thorough, intimate and conscientious.

The Home of Norris-Patterson Limited, Advertising Agency Mail Building, Cor. King and Bay Sts., Toronto

The fact that leading advertisers stay with us year by year should convince you we can serve you well.

Can we not get together and discuss Canadian problems?

It sure will be to your advantage and will not obligate you in any way.

Write and make an appointment or call at our office. Phone Adelaide 2231.

Norris-Patterson
Limited

Advertising Agency

Mail Building - - Toronto

when men like Thomas Balmer and John Adams Thayer publicly condemned the Parker Lucky Box, 520% Miller and similar fraudulent advertising and followed up their courageous attack by setting higher standards for thier own publications. Since then developments have come thick and fast. One by one magazines, newspapers and other media have lined up on the right side of the question and a code of ethics has been in the making.

The vigilance idea, of course, received its inspiration at Boston, was given point and purpose at Dallas, fortified by the famous Declaration of Principles at Baltimore and is to be moulded into a definite standard of practice in all departments at Toronto.

The National Vigilance Committee of the Associated Advertising Clubs of America simply serves as a clearing house of confidential information between local committees and as a general director of the vigilance movement, maintaining a New York office and salaried secretary to facilitate its work. Its twenty-five members are situated at strategic points in the United States and Canada. It operates through the local committees in the various clubs.

Through legislation on the one hand, active moral suasion all along the line, and aggressive prosecution of flagrant offenders on the other, the advertising men from one end of the country to the other are causing our National Emblem —the Truth Seal—to be respected.

We do not need to moralize. Our work has sufficient foundation as a matter of sound business. Advertising results are based on the confidence of the buying public. Dishonesty undermines that confidence, and as a result all advertisers receive less for their expenditure than otherwise would be the case, while many who *would* advertise are not willing to do so under present conditions. You can hardly expect the medical profes-

Charles F. Higham, the leading London (Eng.) Advertising Consultant and Ex-president of the "30 Club"

sion, for example, to advertise in competition with the one hundred and one Oxydonor, Magic Foot Draft and similar medical nostrums. We must meet the ethics of the professions with ethics of our own equally as worthy.

ALL the year round, and every year, the money flows in Ottawa. Five thousand families in the Capital City never know what tight money is. They are the servants of the country and the country pays them—regularly every month—an aggregate of $6,000,000 a year.

But Ottawa is more than a government city. It is a great manufacturing centre. Its products are sold for more than $40,000,000 annually. Eighteen thousand people are employed in its factories. They earn $9,000,000 a year.

The railways distribute another $3,000,000 annually among their employees in Ottawa.

No city in the land is better served by its newspapers. The three Ottawa dailies reach practically every English reader in the city and the whole Ottawa Valley. It is almost useless to seek Ottawa trade through any other mediums.

Most Ottawa advertisers use two papers. The field is so divided that at least two are necessary.

To many advertisers one of the Ottawa papers has come to be known as The One Indispensable Medium. It is THE FREE PRESS, and it takes its name from the fact that it offers the advertiser a circulation largely not duplicated by any other paper among the middle and better classes of the city and district.

THE FREE PRESS does not completely cover Ottawa. No single paper begins to do this, but Ottawa cannot be covered without THE FREE PRESS.

Full information about your trade conditions and prospects in Ottawa will be gladly given you by the publishers. Any advertising agency will tell you more about THE FREE PRESS, its flat rates and its trusted circulation statements.

A few years ago the ethical investment bankers confined their announcements to small space, few mediums and formal phrasing. Today they use educational, informative copy and more space. As the "Get-Rich-Quick," "Fly-By-Night," "Cash-In-Advance" promoter has gradually departed with his copy, the investment banker has gradually expanded along advertising lines, and, as indicating his attitude, let me say that he has contributed to the vigilance work we are doing.

Whatever our advertising faults, the investment bankers, at least, can teach the department stores one basic principle: The bankers advertise primarily to secure and retain the confidence of the buying public; whereas, many a merchant advertises solely to sell the goods in hand, and, in the process, often destroys the confidence of the buying public. When a merchant fails to make good in his advertised bargains, he teaches his customers

Automobile
Liability
Insurance
NOW
Get protection NOW. You may need it next time your car goes out. Accidents are continually involving the most careful owners in claims. Wipe out all this possibility of heavy expense and loss by a trifling outlay now, for our liability policy. One of the oldest and strongest companies, we promptly make settlement up to the limit of your policy. Decide. Write NOW.
Established
1869
LONDON
GUARANTEE AND
ACCIDENT COY. LTD.
HEAD OFFICE FOR CANADA - TORONTO
C.P.R. Building, Edmonton, Alta

Good argument and attractive use of small space

to look for deception—to go elsewhere when they want a square

QUALITY FIRST

This has been the keynote of the Dominion-wide popularity of the

CANADIAN MAGAZINE

(CANADA'S NATIONAL MONTHLY)

The Canadian Magazine is the oldest magazine published in Canada, having been published continuously for over twenty-one years. It is the only high-class twenty-five cent literary medium published in the Dominion, reaching the better class of people from coast to coast. To advertise in it adds dignity to the goods which you are placing before the Canadian public and also gives strength to the value of your advertising appropriation.

THE CANADIAN MAGAZINE

200 ADELAIDE ST. WEST TORONTO, CAN.

CANADA MONTHLY

FASHION DICTATES MOST CHANGES

in apparel, but the new dress of "Canada Monthly" was due to editorial and mechanical progression. In other words the "new size" of "Canada Monthly" is for just one reason—to make it a better magazine.

"New Size" is marking an era; a "next-to-reading" era in standard magazine advertising.

The fact that "Canada Monthly" has become the "livest magazine in Canada; with the fact that other standard magazines are following its example, bears testimony to the wisdom of "Canada Monthly's" progressive policy.

Write for further particulars to

CANADA MONTHLY

MAIL BUILDING, TORONTO, ONT.

deal. The use of comparative prices, except on justifiable occasions is one of the biggest mistakes merchants have made. As a rule, comparative prices tend to deceive, and, therefore, destroy confidence. They also focus attention on price, rather than to develop the idea of trading with the merchant on a basis of confidence. A trade based on confidence involves a lower expense ratio than a trade attracted solely by price and mis-stated value.

So we have reached a point where we are to adopt standards of practice. Is it too much to predict in the near future the Associated Advertising Clubs of America will be able to guarantee to the public the substantial integrity of all advertising appearing in approved—shall I say reputable media?

Advertising is coming into its own, and I confidently hope ere long to see it rank as an honored profession second to none, to see all advertising in approved media truly dependable, and the confidence of the public at par.

"THE GOLDEN MEAN" IN LIFE ADVERTISING

By B. W. N. Grigg Advertising Manager, Mutual Life of Canada

DEMANDS THE BEST

THERE is no product of hand or brain that deserves publicity more than does life insurance. It is a system by which an organized society indemnifies the relatives of wage earners who have been taken away by death. There is, of course, spurious life insurance, for every thing worth while is subject to counterfeit and adulteration, but I am referring to legal reserve, old line insurance that insures, sold by companies that have the "strength of Gibraltar;" are as "permanent as the Pyramids;" as "solid as the continent" and whose contracts are "good as gold." Each such company is a scientific fraternity in which strictly business principles are applied to the relief of the bereaved.

CINCH FOR COPYMEN

When one considers what life insurance does, the many functions it performs, it becomes evident that the material at the disposal of life insurance advertisers is almost infinite in quantity and there is therefore no good reason for the use of any matter that is objectionable. A prospect can be appealed to from the standpoint of cold prudence, or because of his affection for children, sisters, wife or mother. Moreover, life insurance may be dealt with as a commercial proposition, for life policies are first class collateral. They may also be used to protect partnerships. Or they can be urged on young unmarried men as a means for encouraging thrift. The endowment policy, for instance, while it protects his relatives from financial loss in the event of the assured's death, also forms a savings bank account because the assured himself, should he survive a certain period of

SITUATED in the heart of the Western Ontario Peninsula, a city of 17,000, prosperous and industrious people, peculiarly susceptible to attractive advertising of quality products, the City of Stratford is the centre of a territory the general advertiser cannot afford to overlook.

THE STRATFORD BEACON

Daily and Weekly

the favorite newspaper in this field, has a guaranteed circulation of

3,000 Copies per day

It thoroughly covers the city and district.

Rates can be obtained from any recognized advertising agency, or on application to

THE BEACON, STRATFORD, ONT.

The Hamilton Spectator

Hamilton is a fertile field for advertisers. The people respond to advertised goods of merit announced in THE SPECTATOR. It reaches practically every worth-while family in Hamilton, therefore THE SPECTATOR is the only paper through which you can reach these worth-while families.

years, receives the proceeds of the policy. Which goes to show that there is no lack of legitimate arguments for the ad writer.

THE REFORMERS

Of late a successful effort has been made to change radically the old method of advertising. It has been the custom in the past to adhere to a certain conventional form in which the assets, liabilities and surplus (if any) of the various companies were set forth, but there was very little "reason-why" writing and the subject was seldom approached in papers and periodicals from the domestic or sentimental side. Then somebody observed that life insurance, after all, was sold largely because men entertained a deep affection for their homes, wives and children, and a new and more interesting form of advertising arrived. This new departure is commendable for there is no doubt that "barrels of money" have been wasted in the printing of statistical, dry-as-dust copy.

FANATICAL COPY-WRITERS

But, on the other hand, the man who ventures on writing up life insurance by making an appeal to the emotions, must be very guarded. The subjects necessarily involved are delicate, concerned as they are with family affections, with prospective bereavement and with death itself. These things have a religious interest, and should be handled with propriety. Modern taste requires that there should be restraint used in approaching such aspects of the subject of life insurance.

SPECIMENS

There is at present extant, however, a class of life insurance advertising that should be banned by the fraternity. It may be said in extenuation of it that "the end justifies the means" and the end in view, the sale of life insurance protection, is so laudable that any means that would induce a man to take out insurance is justifiable. This position is not defensible for a moment. A good end should be achieved only by good methods, and it seems to me that while a great deal of the life advertising copy being written is very admirable indeed, a lot of it is disgustingly "mushy." For instance, a recent life insurance advertisement represents the ghost of the father of a family appearing through the door and looking at his widow and three children who are presumably in the depths of distress and despair at the loss of the husband and father—and of his income. "Alas, poor ghost," he looks on and wrings his hands in remorse, unable to help. Again, I pick up a copy of the *Globe* and am regaled with another life ad. entitled "Dear Little Babies—Helpless," and following it a little sermon in the same strain as the text. Thus does the ingenious advertiser make the ghosts squeak and gibber and the babies bohoo for new business!

A HOSPITAL CLINIC

In another case a letter was published which purported to have

LAST SPIKE DRIVEN

The last spike has been driven connecting Edmonton with Prince Rupert. Wholesalers! Manufacturers! do you realize that this means a largely increased market for your goods, and that this market can be reached through the medium of the

EDMONTON JOURNAL

The movement into this new territory will continue through the summer months.

Have your copy prepared at once for your Summer Campaign.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

THE HERALD

Hamilton's Leading Newspaper

Established 1889

The recognized advertising medium of Hamilton—famous for results.

The acknowledged people's paper, making it the real connecting link between buyer and seller.

Covers the largest City field of the purchasing public.

A Newspaper of power, character and influence.

In Hamilton The Herald is a tower of strength.

The Herald is a newspaper, not an organ.

RATES ON APPLICATION.

THE HERALD PRINTING COMPANY OF HAMILTON Limited

Publishers

HAMILTON CANADA

been written by one who was on the eve of undergoing an operation for cancer and this letter was addressed to the insurance agent who had induced him to take out the policy, thanking him—, the agent, and expressing the satisfaction he would feel when he lay on the operating table to know that if he did not survive, his wife would be provided for. We are offered these "letters" at 500 for $6.00, or 1,000 for $10.00. Such productions are nauseating in the extreme. Moreover, although such a letter as this *may* have been written by a man in such extremities, I do not believe it is genuine. It is either pure fiction or highly embellished fact: but that is another matter. Fact or fiction, it is not legitimate advertising material.

THE EMPRESS

There is another case almost as questionable: on the very evening of the disaster to the Empress there were published hysterical appeals to the public to take warning and insure. This is much like exploiting the grief and agony of thousands in a private interest. The disaster should not have been referred to in such a connection until a long time after the event. Those responsible for this advertising did life insurance no good service. It was "clever" (perhaps) but it was also somewhat "ghoulish."

"THE GOLDEN MEAN"

In this as in all things a man of average taste and judgment will be careful to observe the "golden mean" and while making an appeal to a man's prudence and also to his sympathies, he will be careful to adopt a decent reserve. Let us "reform it altogether."

ARE WOMEN'S MAGAZINES JUSTIFIED?

By Chas. C. Nixon, Vice-President, Continental Publishing Co. Limited, Toronto, Can.

WHO buys things, anyway? You married men know that the great bulk of your expenditures are made through or are influenced by your wives, and by your daughters.

You old bachelors, and unmarried men generally, need only to look about you, or at least recall the expenditures made in your home by your mothers and by your sisters, to know that the expenditures made by women-folk are greatly in excess of expenditures made by men.

According to statistics gathered by the Home Economics Department of the University of Wisconsin, *ninety per cent.* of the vast sum spent for food, shelter, and clothing, is spent *by women.*

This fact is recognized by all "knowing" department stores. They direct about 95% of their advertising to women; about 80% of their display space is devoted to goods that appeal to women as buyers.

Now consider the magazines. What has made possible the

Ladies' Home Journal? It has great bulk, and quality superfine; it has tremendous circulation; it has an apparently enormous rate for advertising ($8.00 per agate line, back covers $10,000 per issue) and yet it carries a phenomenal volume of the very highest class of advertising.

Consider *Vogue* and *Vanity Fair*, two United States magazines appealing exclusively to women folk of the "upper 400" class! Truly astounding and almost unbelievable is the influence they wield and the volume of business they carry.

I might mention the Butterick trio—*The Delineator*, *The Designer* and the *Woman's Magazine*—also the Butterick Quarterlies—*The Modern Priscilla*, the *Woman's Home Companion*, *The Ladies' World*, *Today's Magazine for Women*, *The Housewife*, *Mothers' Magazine*, *Woman's World*, *The Farmer's Wife*, and a dozen or more other highly important special United States magazines gotten out exclusively for women.

Now, what has justified the being and the remarkable influence and growth of all of these specialized women's magazines?

Are they needed?

What has made possible in Canada the *Canadian Home Journal?*

And more recently *Everywoman's World?*

I have suggested and given these facts early in this brief article.

Women folk are the ultimate buyers of almost all of all kinds of merchandise for food, shelter and clothing, and to a great extent also of so-called luxuries.

Woman's interest in her own special magazines is a fact also to conjure with.

And why shouldn't her interest be great, indeed, in a magazine that gives her vital information about her everyday needs and desires, and which also entertains, elevates and points her to new fields of freedom and accomplishment.

As you know these magazines are published monthly; an advertisement placed therein has the life of a whole month and more—a tremendous advantage to that manufacturer who would get great efficiency and utmost value for his money.

Wise is that manufacturer or distributor who looks to the facts, considers these with open mind and without prejudice when choosing mediums in which to advertise. Women's magazines obviously should be first on his list, as indeed they generally are in the United States.

In Canada it has been different.

But now with the opportunity available, progressive manufacturers are losing but little time in coming forward and recognizing and supporting Canadian women's magazines and thus giving encouragement to these to build up truly great mediums amongst Canadians.

The great advantages of these special magazines must obvious to every Canadian advertiser.

* * *

A man should never be ashamed to own he has been in the wrong.—*Pope.*

WHAT'S DOING AT THE AD CLUBS

CALGARY

During the month of May we have had two meetings. At the first, on Tuesday 12th, we had a special event, having the honor of entertaining (the Calgary Rotary Club and the Calgary Green Room Club being invited to participate) the distinguished English Shakespearian actor, F. R. Benson, who was then playing in this city. Mr. Benson gave one of the most eloquent addresses ever heard in Calgary, his theme being "The Relation of Poetry to the Ordinary Man;" but as the entire occasion was devoted to this, there was no business transacted and therefore nothing more to add.

On Thursday, May 28th, we had our first "Practical Publicity Day." A paper was read by J. L. Mench on "Some Observations on the History of Advertising," another by W. J. Illsey on "The Retailer and Good Service," and another by R. Pearson on the work of the National Vigilance Committee of the A.A.C.A., with the reading of some of that committee's bulletins. Following these were some short informal speeches from members. The announcement was also made at this meeting that through the kindness of J. H. Woods, managing editor of the *Calgary Herald*, a club-room had been secured rent free in the *Herald's* new ten storey building.

* * *

MONTREAL

Mr. H. R. Charlton, Advertising Manager of the Grand Trunk and Grand Trunk Pacific Railways, presided at a joint meeting of the Montreal Publicity Association, and the Montreal Advertising Club, held in the rooms of the latter on Thursday evening, May 21st. It was Convention night, and the utmost enthusiasm prevailed.

The two Montreal organizations will go as one body and a committee of eight to arrange details and look after the comforts of the members was appointed. Mr. W. T. Robson was elected chairman, and has the following men to help in the good work: Mr. H. R. Charlton, Mr. C. H. Barnard, Mr. A. L. Dawe, Mr. D. J. Beatty, Mr. Theodore Morgan, Mr. W. J. Cameron, Mr. E. J. L'Esperance. The committee is already hard at work and fully two hundred delegates should go from Montreal.

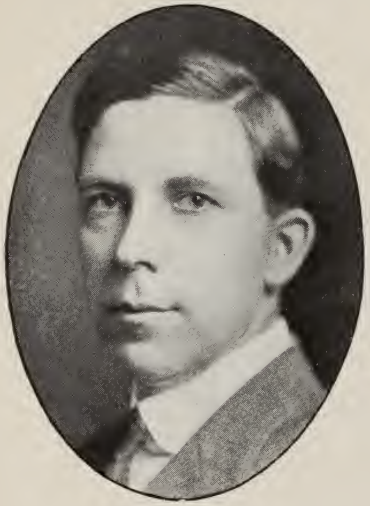
It is expected that a grant from the City of Montreal will be given, and if arrangements can be satisfactorily worked out, the Pil-

A London, England, Advertising man, well in with British Advertisers and working exclusively the Canadian field, wishes to represent one or two Canadian Papers.

De Groot
27 Loughborough Road
London S. E.

grims of Boston will be the guests of the Montreal Clubs on their return trip. Mr. George Ham of the Canadian Pacific Railway, and Mr. Eugene Tarte of *La Patrie*, have this matter in hand, and it is expected an interesting day will be spent here at the close of the Convention.

Although no definite arrangement has as yet been come to, the Montreal delegation will in all



P. S. Florea of Indianapolis, Secretary of the A.A.C. of A.

probability leave for Toronto Sunday morning going by way of Prescott, thence by steamer, arriving in the Queen City Monday morning. The movement will mean the running of a special train as far as Prescott and tickets have been so arranged that they are interchangeable returning by either Canadian Pacific or Grand Trunk or for those who wish to return by boat, satisfactory rates have been secured.

Montreal will be out in force, and although owing to Toronto being in such close proximity to this city, it may be a little difficult to keep the delegation together, as many of the delegates will stay with friends and relations, the city will send all its leading advertising men, and everyone here will do his share to help make the Convention the most successful ever held.

* * *

The guest of the Publicity Association on May 26 was E. Nap. Herbert, one of the four controllers of the city of Montreal. Mr. Herbert's subject was, "Montreal, Why We Have Reason to Be Proud of Her."

Mr. Herbert's talk was one of our civic duties rather than of advertising, but it was, nevertheless, much appreciated by his audience. Mr. Herbert warmly praised the good work done by the Association in launching the Clean-Up Week, and urged the co-operation of the members in forwarding all movements having as their aim the improvement—moral, physical, or commercial—of Montreal.

It was determined at this meeting to appoint a permanent committee to represent the Association in the Civic Improvement League being formed amongst the city's public spirited men.

At the meeting on June 2nd Messrs. Monte and L'Esperance reported very satisfactory results from a trip of theirs to Three

Rivers taken with a view to interesting the leading business men of that city in the Ad. Club idea and especially in the Toronto Convention. Several of the business men of Three Rivers have expressed their intention to make the trip and have arranged to accompany the Montreal delegation. Members of the Montreal Publicity Association are making similar trips to other near by cities and reports of their success will be given out next Tuesday.

At this meeting the first of the round table meetings was held. These will continue until our season closes for the summer.

We desire to announce to those ad men of other cities who are planning to return from the Toronto Convention via Montreal that a hearty welcome awaits them. We shall try to make their visit to our city a pleasant and interesting one. Arrangements have been completed for your entertainment, so please don't on any account leave Canada, or at least Eastern Canada. without visiting Montreal.

Mustard Pot Axioms (M–P–A–) a club organ with the purpose of stirring up interest in the Toronto Convention, has been published. Three issues will be published before the convention.

Rest assured all ye members of The A. A. C. of A. that the M. P. A. will be strongly represented both in numbers and in enthusiasm.

* * *

TORONTO

On May 5th, R. A. Falconer, president of the Toronto University, spoke on the subject of whether a college education paid in business or whether the cost and delay of a university training was too great a handicap when measured up with the practical experience to be gained during these four years of a man's life.

The speaker believed that through the branches of practical university education in the sciences the university had a finger, as it were, on the pulse of the nation. He emphasized the need of experts in university education no less than in the business world, and dwelt on the number of high positions which were being occupied annually by men with university educations.

The distinguished speaker had a most cordial reception.

* * *

A round table discussion on "How to Write a Business Letter" formed a part of the weekly

Have You Read It?

THE most meaty advertisement in this issue giving facts you want is on pages 32 and 33. The facts are remarkable. What do you think about them?

—Chas. C. Nixon.

luncheon of May 12th, Messrs. Rowe and Coryell leading the discussion. A number of members took part and there was considerable difference of opinion as to what constituted a good form letter. Fred Jarrett, winner of the Canadian Typewriting Championship, gave an exhibition of speed writing, and an interesting address on the development of the typewriter.

* * *

Lunch on May 19th took the form of a Pre-Convention Get-together, and a number of important details were finally settled, and arrangements made for the raising of the small balance of funds required.

* * *

Quite an innovation was made on May 26th, when the well known favorite actress, Miss Percy Hasewll, was guest of honor, and gave a most interesting talk on the value of advertising to the theatrical profession. She told of how a large part of her success had been due to persistent advertising, and especially noted the value of the billboard. She considered that outdoor publicity was the greatest medium in theatrical advertising.

* * *

Kenneth S. Fenwick's subject on June 2nd, was one of the best talks we have had in recent months. He dealt with the advertising game from an entirely new standpoint, and included so many interesting comparisons and arguments that we propose to produce it in full at an early date.

WINNIPEG

The season of 1913-14 has proved one of marked advance for the members of the Winnipeg Advertising Club. Under the presidency of Mr. H. W. Daly of the D. R. Dingwall Co. Limited, a vigorous progressive policy has been pursued

The weekly club luncheons have been the most successful ever held both from the point of strong speakers and usefulness to the advertising fraternity. The recent addresses by Thomas Dreier, Editor of Associated Advertising and S. C. Dobbs of Coca Cola fame, were amongst the most outstanding. A good educational program was successfully carried through, including a special course of lectures to members of the Y.M.C.A. The work of the Vigilance Committee has been carried on vigorously under an unswerving policy for the maintenence and enforcement of honesty of advertising.

The crowning achievement of the Club has been the securing and furnishing of comfortable club quarters.

The energies of the Club are now being devoted to the "On to Toronto" Movement.

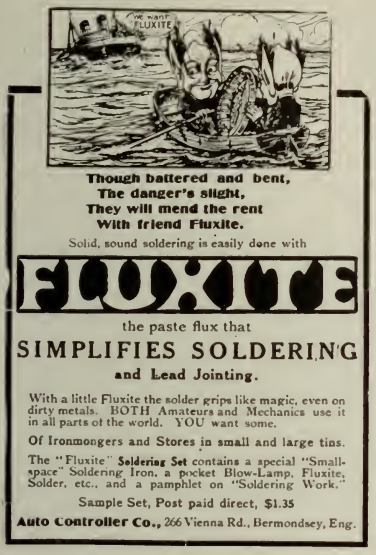
A goodly contingent may be expected from the Club, but owing to the absence from the city of the Chairman of the "On to Toronto" Movement, Mr. Osborne Scott, Asst. G. P. A. of the C. N. R., definite details have been delayed.

Mr. Hunter, Branch Manager of J. J. Gibbons Limited, is now in charge and all arrangements will be speedily completed.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

FOR a far-fetched idea, commend me to the "Fluxite" ad reproduced, and in these days of ad clubs and scientifically prepared copy, advertising can hardly be described as a science


WE WANT FLUXITE
Though battered and bent,
The danger's slight,
They will mend the rent
With friend Fluxite.
Solid, sound soldering is easily done with
FLUXITE
the paste flux that
SIMPLIFIES SOLDERING
and Lead Jointing.
With a little Fluxite the solder grips like magic, even on dirty metals. BOTH Amateurs and Mechanics use it in all parts of the world. YOU want some.
Of Ironmongers and Stores in small and large tins.
The "Fluxite" Soldering Set contains a special "Small-space" Soldering Iron, a pocket Blow-Lamp, Fluxite, Solder, etc., and a pamphlet on "Soldering Work."
Sample Set, Post paid direct, $1.35
Auto Controller Co., 266 Vienna Rd., Bermondsey, Eng.

when puerile stuff of this kind appears in the papers.

Here is a preparation, mighty good, no doubt, for closing a hole in the bottom of a kettle, or mending a frying pan, but the idea of a pair of gnomes going out in a row-boat with a can of "Fluxite" to seal up the holes in a busted liner is so far-fetched that it has not even got the saving grace of humor. Doubtless, solid, sound soldering is easily done with "Fluxite," but such fool illustrations as these are hardly likely to promote sales.

* * *

The emphasizing of a firm's trade mark has been proven without a doubt to be one of the most profitable forms of advertising known, but in the full page trade paper ad reproduced, of the Dominion Textile Company, I think a great mistake has been made in

endeavoring to familiarize so many different lines which they handle in the one ad. Far greater value would have attached to this advertising had one, or at the outside two, trade marks in larger space been used in a single ad. As it stands, the effect is confusing in

the extreme, and although the space was generous, there was nothing whatever to hold the attention, but rather each trade mark detracts from any value that all the rest may have had.

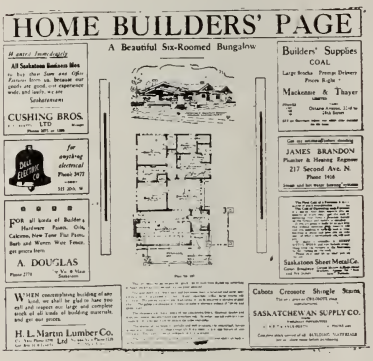
* * *

Here is a case in the Blumenthal Clothing ad where the use of the arrow has been applied to the very worst possible advantage. From the reproduction it will be

noted that the arrow is pointing through the broken border directly to the advertisement of another clothing firm, incidentally a far better laid out and attractive advertisement. Naturally the eye follows the arrow point, and attention is at once directed to the smaller ad. These two ads are reproduced exactly as clipped from a recent issue, and it would be just charitable to surmise that the Blumenthal firm is associated with the other people, for if this is not the case their advertising man has fallen down badly on his job.

* * *

The Home Builders' page reproduced, emphasizes an idea I have already brought to our reader's notice, and a couple of months ago a page with a series of paint ads was reproduced. But this paper has gone one better, and in the centre of the page, surrounded by a number of advs. of firms selling carpenters' and builders' supplies, is a panel containing a very attractive six-roomed bungalow, with ground floor plan, and beneath it some details of its construction and cost. This appeals to me as a "service" proposition, real service by this paper which cannot be too highly commended. There are many more lines of



trade in which this idea could be worked out with profit.

* * *

I reproduce this ad of Rathvon's Clothing Store, because although I may be deficient in the sense of humor, I must confess that such fool illustrations do not appeal to me at all.

Another thing with which I happen to find fault in this ad is the entire use of capitals in the

text matter, which it will be noticed is all hand lettered. Put two pieces of text in front of you, one

BETTER MATERIALS
GO INTO OUR
BETTER CLOTHES
YES, AND THEY GO INTO OUR SUITS RIGHT.
THE BEST TAILORS IN THE WORLD MAKE OUR CLOTHES. THEY ARE NOT SLUNG TOGETHER BY "GARMENTEERS" OF CLOTHES, BUT ARE PERFECTLY TAILORED BY SKILLED HANDS.
BETTER CLOTH AND BETTER TAILORING MAKE OUR CLOTHES "BETTER."
BUY THEM: TRY THEM: YOU'LL COME AGAIN FOR THEM.
L. A. RATHVON'S
MEN'S CLOTHING AND FURNISHING STORE
Look for next week's ad. in this space

all caps, and the other caps and lower case, and no one will dispute the fact that the upper and lower case is far more easily read, and that is what everybody should aim at in producing advertising.

There is no fault to find with the reading matter apart from the fact that the assertions contained are a little strong, and then, of course, it is only up to Mr. Rathvon to make good.

* * *

The small two column by two inch ad of the Russell Motor Company caught the Captious Critic's eye, and although he did not hie him to the Used Car Dept. with any undue amount of haste, yet he certainly brought these splendid bargains at $17.00 and $18.00

Russell Knights
$17.00
$18.00
We have two of our famous model "38" cars, fitted with KNIGHT motors, which have been turned in on the purchase of our latest models, "28" and "42." These beautiful cars are in perfect shape, with every modern equipment, and offer an unusual opportunity to secure one of the world's finest cars at a very small outlay.
RUSSELL MOTOR CAR COMPANY, LIMITED.
Used Car Dept.
100 Richmond St. W.

before a number of acquaintances. A car in perfect shape, at anything even slightly in advance of this moderate price is surely a bargain. I can imagine that either the compositor who set the ad, or the ad man at the Russell Company had a pretty unpleasant half hour when this egregious blunder was unearthed.

PERSISTENCY IN ADVERTISING

ONE stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

MEN AND MEDIA

MR. Jno. C. Kirkwood has been retained by Everywoman's World and his valuable services as counsel placed at the command of advertisers in Canada. This is an important move in the way of progress in Canadian publishing circles, and it will be greatly to the advantage of Canadian advertisers to have the services of Mr. Kirkwood at their command.

* * *

Der Nordwesten, Winnipeg, held a banquet to celebrate their 25th anniversary, which was attended by a number of prominent Germans. There were numerous expressions of good wishes for the continued success of this progressive paper.

* * *

The Commercial Press, Limited have taken over the publications formerly issued by Messrs. E. M. Wilcox Limited. These include *Motoring and Motor Trade of Canada*, *Motor Cycle Journal of Canada*, and *Good Roads of Canada*.

The new owners intend to amalgamate *Motor Cycle Journal of Canada* with *Motoring and Motor Trade of Canada*.

Mr. W. M. Gladish, who has been editor of the paper for the last couple of years, goes with it to the Commercial Press Limited, where he will not only have charge of the editorial work, but will have under his supervision the business policy of the paper.

Good Roads of Canada will be made a technical paper of the highest quality under the editorial direction of Mr. G. C. Keith.

The Commercial Press Limited have also established *The Canadian Provisioner*, *a* trade journal for butchers and provision merchants. This, with the *Retail Druggist*, started early in the year, makes twelve journals published monthly by this enterprising company.

* * *

Le Temps, the Ottawa French daily, has changed hands, and its staff has been thoroughly reorganized.

A large building has been acquired on Rideau Street, and in a very short time it will be equipped with a most modern plant.

* * *

J. H. Woods, of the *Calgary Herald*, was in Toronto this week on a business trip and renewed many old acquaintances.

* * *

The Ad Club movement in Great Britain has been making tremendous strides during the last few months and eleven clubs have already been formed, with total membership of 3,000. It is anticipated that there will be at least twenty clubs by the time of the Toronto Convention, and a strong representation of British advertising men is assured. Herbert N. Casson is doing splendid missionary work. On the 9th of June a meeting was held in London at which the constitution and by-laws of the Associated Ad Clubs of Great Britain, based on those of

the Associated Ad Clubs of America was passed upon, and everything seems most favorable to the development of the Ad Club idea in the Old Country.

The first international advertising exhibition was held in London on April 27th and succeeding days. In every way it was a pronounced success and a very large number of leading advertising firms not only of Great Britain, but of foreign countries had space. Canada and the States were well represented. It is the idea to make this an annual affair and further developments seem to be assured. The idea is an excellent one and cannot fail to bring together the different buying and selling forces in advertising.

* * *

Le Devoir and *Le Nationaliste*, the well-known French papers, are now occupying their new premises at 43 St. Vincent Street, Montreal, with an enlarged plant and greater facilities for high class job printing than ever before.

* * *

The *Canadian Magazine* forward a neat booklet commemorative of their twenty-one years of continuous publication.

A number of extracts from leading papers are included speaking in the highest terms of the high literary standard of its articles and the excellence of its illustrations.

* * *

Hugh Rose has severed his connection with the *Canadian Farm*, and is now engaged on special work on the annual Toronto publication *Exhibition Illustrated*.

* * *

To celebrate its fifth anniversary the *Cobalt Nugget* recently issued a much enlarged special edition, fully illustrated with details of the marvellous rapid growth of the north country.

Cochrane, Porcupine, Sudbury, Cobalt, North Bay, and other towns were shown pictorially and otherwise, and incidentally the amount of advertising carried must have gladdened the publisher's heart.

* * *

Adam F. Smith has resigned as office manager of J. J. Gibbons, Limited, Toronto, to become advertising and sales manager of the Canadian Rogers Limited.

Prior to connecting with the Gibbon's Agency Mr. Smith was advertising manager of the Office Specialty Company, Toronto.

* * *

Two very interesting exhibitions were held most successfully a short time back at the new Arena, Toronto.

At the Business Exhibition every device and appliance that modern skill and science has introduced for the promotion of greater efficiency was displayed, and excellent business, we understand, has resulted.

The Civic Development Exhibition contained most interesting exhibits of the proposed reconstruction of Toronto's water front (now actually commenced), of the system of parks and boulevards shortly to be introduced, and of

the work of the Health Department in safeguarding the public health.

The large real estate firms naturally took advantage of such an opportunity to exploit their wares, and special mention must be made of the displays of the Dovercourt Land Building and Savings Company, Robins Limited, and W. N. McEachren & Sons.

The former in particular, with their remarkably fine colored maps of Toronto and some of their subdivisions made an excellent showing, and a large lighted model attracted much attention.

This publicity, we learn, has proved a most profitable investment.

* * *

The death took place in London, Ont., of Senator Coffey, proprietor and editor of the *Catholic Record*.

The deceased Senator was very widely known and highly esteemed, and was an intimate friend of Sir Wilfrid Laurier.

* * *

The annual meeting of the Canadian Press Association, which was to have been held at Muskoka Lakes immediately after the Convention, has been postponed till July 9th and 10th and will be held in Toronto.

This course has been made necessary by the fact that so many would be busy on the original date with work on the Ontario Provincial Elections.

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A Hearty Welcome to Toronto

THE EVENING TELEGRAM extends to each visiting advertising and business man, and those who accompany him, the heartiest of welcomes to Toronto and the Telegram Building, corner Bay and Melinda Streets.

THE EVENING TELEGRAM

is conceded to have the most modern newspaper plant in Canada and would welcome every delegate to inspect it. Make this building your downtown headquarters—meet your friends there—use it as if it were your own office.

All are welcome.

"In Toronto It's The Telegram"

To the A.A.C. of A.

During your stay in Toronto you have the freedom of the home of Canada's National Newspaper

The Globe

64 YONGE STREET

For 70 years "The Globe" has been making National Advertisers known throughout Canada.

Greatest Morning Circulation

Vol. 7
No. 7

July
1914

Economic Advertising

THE OFFICIAL ORGAN OF THE TORONTO AD. CLUB

"THE CANADIAN PRINTER'S INK"

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WHEN is the BUYING QUESTION discussed in your home? Morning or evening? Doesn't it follow, too, that the paper reaching the home nearest the hour of that discussion is the medium in which you should carry your message? On the car, going home in the evening, haven't you noticed that the DAILY STARS are ON THEIR WAY HOME, where they will be read by every member of the family, and again the next morning, HAVEN'T YOU NOTICED THE MORNING PAPERS GOING DOWNTOWN, AWAY FROM THE HOME, to be cast aside when the office is reached? Count them yourself. Count the evening papers going home at night and the morning papers coming away from home in the morning.

But few have leisure to read the papers in the morning, and those few are not eager readers of advertisements; still fewer have time to both read advertisements and discuss them, in the morning.

Toronto Daily Star

Sworn Net Daily Average Circulation for May—

92,634

Largest circulation in Toronto newspaper field. Second largest English-speaking newspaper circulation in Canada—advertising rates lower per agate line per thousand of circulation than any other Daily Newspaper. Circulation Books ALWAYS open for inspection.

UNITED STATES OFFICES:

C. H. EDDY,
Fifth Ave. Bldg.
New York

EDDY & VIRTUE,
People's Gas Bldg.
Chicago

C. H. EDDY,
Old South Bldg.
Boston

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, July, 1914 No. 7

STRAIGHT TALKS

THE TORONTO CONVENTION

THE Associated Advertising Clubs of America as an organization, has passed away, to emerge, Phoenix-like, as the Associated Advertising Clubs of the World.

This decision, with the adoption of a standard of principles, to which every branch of advertising subscribed, and the appointment of a National Commission, second only in authority to the executive committee, and carrying one-third of the votes in that body, were the three most noteworthy incidents in the recent convention that has made business history.

In every way the Toronto convention was a record breaker—in things accomplished and in point of numbers.

The actual attendance is difficult to gauge for large numbers did not register.

Canada's reputation for hospitality was fully maintained, and every visitor got their share of the host of good things offering, whether registered or not.

Midday Saturday saw the first arrivals and from then on in a continuous stream by boat and train delegates literally poured into the city.

The work of reception and allocation to hotels was carried out by a big body of Toronto ad men and their ladies, and in this respect the names of Messrs. Ruddy, Blackall and Phipps as chairmen of their respective committees can be well mentioned without casting the slightest slur upon their energetic and willing co-workers.

Registration at the Exhibition Grounds did not open until

It was the Advertising Man, not the plumber, who put running water into farm homes.

Advertising has done more to revolutionize life on the farms and in the rural settlements of Canada than any other influence.

The much deplored drudgery of farm life, the hardships borne by the farmer and his wife, the absence of the ordinary comforts and conveniences which are taken for granted in larger centres, the long hours and general lack of efficiency on the farms—all these conditions are fast disappearing, or are being improved, by the influence of modern publicity.

The farmer is everybody's customer nowadays. He is buying all the substantial things of life that city people enjoy, and a great many more that most city people can't afford.

If you have an idea that the farmers and small town folks are possible consumers of your goods, write for a specimen copy of the FAMILY HERALD AND WEEKLY STAR, Canada's national farm and rural home newspaper.

A careful perusal of the FAMILY HERALD AND WEEKLY STAR will give you a very clear conception of the existing conditions in rural Canada and will also enable you to observe the activities of other progressive manufacturers who have already launched their publicity campaigns on the rural market.

The FAMILY HERALD AND WEEKLY STAR has more than 150,000 subscribers—paid in advance yearly. It is edited for the rural constituencies of Canada—with a sympathetic understanding of the people and their manner of living. It is a proposition worth investigating.

For detailed analysis of circulation by provinces and counties, specimen copies and advertising rates, address

ADVERTISING MANAGER

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

Montreal, Canada

Monday morning, but at three leading up-town hotels from noon on Saturday ample facilities were provided and large numbers were registered at each up-town centre.

The convention was befittingly opened on Sunday morning by a number of sermons by advertising laymen in Toronto churches, representing nearly every shade of religious belief, even the Roman Catholics and Hebrews taking advantage of this splendid opportunity for propagating the gospel of Truth and Honesty

Sunday afternoon saw a scene of immense enthusiasm at the monster mass meeting at Massey Hall, where the theme of the addresses was "One hundred years of peace," between Great Britain and the United States.

Sir John Gibson, Sir Byron Walker and Dr. John A. McDonald, were the speakers, and expressions of international amity were the features of their addresses.

William Woodhead, president, called the great meeting together on Monday morning, at which welcome was extended to the visiting delegates by Lieutenant-governor Gibson on behalf of H.R.H. the Duke of Connaught, by Mayor Hocken—himself an ad man—on behalf of the city of Toronto, and by Miss Constance Boulton, representing the Local Council of Women.

President W. G. Rook, of the Toronto Ad Club, gave an appropriate and telling address, and these words of welcome were replied to in a stirring speech by President Woodhead of the national body. His address was a review of the growth of the Ad Club movement from its inception ten years ago, and grateful tribute was paid to the untiring and unselfish work of his colleagues, which had made possible the high state of efficiency that had been attained.

The president referred to the recent affiliation of advertising clubs in Great Britain, and expressed the hope that the expansion of the organization by its enlargement to the Associated Advertising Clubs of the World, would be most marked. This proposition was carried by acclamation at the afternoon session.

Co-operation was the theme of the president's address, and emphasis was laid on the co-operative spirit among the different classes of advertising media, which had led to a better understanding, and had done so much to kill the "cut-throat" policy too common formerly.

The secretary's report showed a substantial balance on hand, and an increased membership of nearly 400, and the motion for the adoption of the new constitution was carried without a dissentient voice.

J. B. Beek, advertising manager of the Universal Portland Cement Company, of Chicago, was adjudged winner of the Advertising and Selling $1,000 prize, the subject of his essay being,

The Maclean List

The President's Office - - - July, 1914

"THE MACLEAN ORGANIZATION"

THIS is the title of a brochure which we have just issued to interpret our list of 14 publications and our service to advertisers.

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

THE CONTENTS INCLUDE

Interesting and unusual Map of Canada.

Illuminating facts and figures about Canada to-day.

The President's statement about the Maclean Organization—its rise, development and features.

Statement of the Maclean Service to Advertisers.

Enunciation of the Maclean Creed.

Declaration of the Business Principles of the Business Press of America.

Cover Illustrations of the various Maclean Publications, together with full particulars relating to each—trades or interests served, circulation figures, rates, statements by editors and advertising managers.

Lists of notable advertisers using each publication, under the caption, "The Proof of the Pudding."

SEND for a copy of this brochure, whether or not you are an advertiser. Both you and we have something to gain from a better understanding on your part of the service we are rendering by our group of 14 publications.

SEND NOW—BEFORE THE EDITION IS EXHAUSTED

The Maclean Publishing Co., Limited

143-149 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

"Formulating a Winning Sales Campaign for Cement," which was listened to with much interest.

On Tuesday morning the delegates got busy early on the numerous departmental sessions, the outstanding feature of each meeting being the business or organization necessary to comply with the spirit of the new constitution and by-laws, and the consideration and adoption of the new "standards of practice."

The numerous advertising interests were divided into fifteen sections, each with its own problems to solve, as follows:—Advertising Agents, Agricultural Publications, Direct Advertising, Directories, Engraving, General Advertising, House Organs, Magazines, Newspapers, Out-Door Advertising, Printing, Religious Press, Retail Advertising, Specialty Advertising, Technical Publications and the Trade Press.

These sessions were marked by a remarkable freedom of expression of views on the part of the delegates,—it was "give and take" all the way, and all agreed as to the value of this liberal interchange of thought.

Following an evening regatta of aquatic sports on the lake front at the close of the afternoon sessions, was held a general session in the Transportation Building, at which the consumers' benefit from advertising was discussed.

Mrs. Christine Frederick, of New York, gave a brilliant talk on "the average woman consumer," and C. C. Parlin, Gerritt Ford and Geo. W. Hopkins contributed noteworthy speeches.

Wednesday morning was devoted to a big series of departmental sessions and a large number of subjects bearing upon almost every conceivable phase of advertising were discussed.

The afternoon was occupied by a routine and business session, at which the final vote of the nomination committee in favor of Chicago as the 1915 meeting place was announced.

The following officers were also recommended by this committee, and their election was made at the following day's meeting:—President, William Woodhead; vice-president, Walter B. Cherry; secretary, P. S. Florea; executive committee, W. C. Darcy, E. T. Meredith, H. S. Houston, T. R. Gerlach, W. H. Lee, A. E. Chamberlain, Frank H. Rowe, A. L. Shuman and John Renfrew.

On Thursday morning the balance of the departmental sessions was cleared up, and a number of very striking addresses were given. Opportunity was also given for studying the exhibits, of which mention is made elsewhere.

The closing of the great convention was on Thursday afternoon, when the reading of the Standards of Practice, which had already been adopted by the various departments, and their unanimous acceptance by the crowded meeting, were the noteworthy features.

Canada's Best Newspaper

The English-speaking population of Montreal is, per capita, the wealthiest of any city on the North American Continent.

The Gazette
MONTREAL

published for people who are able and willing to pay for the best, is generally recognized as the best Canadian newspaper. It sells for double the price of any other Montreal newspaper.

For high-class merchandising, The Gazette offers exactly what the discriminating advertiser demands—circulation with the least possible percentage of waste.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

LAST SPIKE DRIVEN

The last spike has been driven connecting Edmonton with Prince Rupert. Wholesalers! Manufacturers! do you realize that this means a largely increased market for your goods, and that this market can be reached through the medium of the

EDMONTON JOURNAL

The movement into this new territory will continue through the summer months.

Have your copy prepared at once for your Summer Campaign.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

Pledges of fealty to the new administration and the singing of the ode to "Truth" by the entire vast assembly brought to a close what was pronounced on all sides as the sincerest, biggest and best convention yet.

A BROAD APPEAL

IN two recent issues of Economic Advertising we have carried a full page advertisement for a good friend of ours, whose paper circulates in a territory where there are three dailies. This advertising has been distinguished by a breadth which we have not noticed in the advertising of any other paper in Canada.

Briefly, the line of argument has been as follows:—In this prolific field there are three papers. They are all good papers. You can cover the field to the best advantage by using all three, but if not all three, use at least our paper and one other.

Frankly, when this advertising was first accepted by us, although the contract came from one paper only, we were under the impression that arrangements had been made to share the space amongst the three papers, and accordingly we indexed this page as "Three Dailies," not mentioning any one paper. This action of ours called forth a somewhat strong rebuke from the representative of one of the other papers, with, by the way, a larger circulation, the complaint being made on the grounds that this advertiser was trying to steal some of their prestige.

We cannot see with the complainant in this matter, and think that the argument put forth by our good friends is a very generous one, and is certainly preferable to knocking one's competitor, a course of action which, unfortunately, still exists.

We are aware that the rivalry is keen in this particular field, but this style of advertising, far from injuring in any way the other two papers, can only tend to develop the field to the benefit of all three concerned.

ADVERTISING SUMMER RESORTS

THERE has been an awakening in the Old Country just recently, to the necessity of taking some steps to keep the stream of tourist traffic at home. Foreign countries, especially Switzerland and Norway, by the means of remarkably forceful publicity, have been adding in large numbers every year to their tourist trade, and have been enriching themselves annually to a very large extent.

Recently a bill was introduced in the House of Commons, empowering borough councils to raise a special rate for the purpose of advertising the advantages and beauties of their towns, to which there was some opposition. It was strongly argued that the only people who would benefit by this expenditure would be the press and the poster firms, it being entirely overlooked that tremendous benefit

ADVERTISE

IN THE

St. Thomas Times

IF YOU WANT TO REACH THE 45,000 PEOPLE WHO READ IT EVERY DAY.

=

CIRCULATION

AVERAGE NET PAID FOR THREE MONTHS ENDING 31st MAY, 1914,

5544 COPIES DAILY
1726 COPIES WEEKLY

=

The Times Printing Co. of St. Thomas. Limited
L. H. DINGMAN, Man. Director

The Stratford Herald

Handsome in Typography — the Pacer in News, in Methods, and General Features, in its broad, fertile field.

LATEST NET CIRCULATION

Daily Average, Calendar Year 1913	3,122
Daily Average, Last Quarter of 1913	3,766
Daily Average, First Quarter of 1914	3,684
Weekly Average, Calendar Year 1913	2,232

IN GOOD COMPANY

THE HERALD has joined Advertising Audit Association, composed of general advertisers, agencies and newspapers, to audit circulations annually. Also member of Gilt Edge Newspapers, A.N.P.A. Bureau of Advertisers, &c.

Send for Sample Copy and Rates of this **Worth While Newspaper.**

The Stratford Herald Printing Co., Limited
W. S. DINGMAN, President

Mr. Automobile Advertiser

The discovery of oil near Calgary has brought millions of dollars to several and small fortunes to hundreds of Calgarians.

Hard times are a thing of the past, money is being made easily and is being spent fast.

Hundreds of new autos will be brought here in the next few months.

YOU will sell a large number if you get in the field now and advertise.

THE HERALD IS THE ONE BEST MEDIUM TO USE — only sworn circulation in Calgary. Write to-day for rates and full information about anything. Our Service Department is at your service.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

would accrue to the hotels, lodging-houses, amusement houses and store keepers in general. However, the bill got through at second reading by a substantial majority.

In Canada we are doing but little to advertise our wonderful natural wealth of lake, river and forest. Certainly the railway companies have done a great deal of advertising, but chiefly with the idea of attracting immigration. There is no country in the world that has so many beauty spots within easy reach of towns and cities, and judicious and adequate advertising by the municipalities themselves, of these natural resorts, could not fail to prove of great profit to each individual locality. Nothing further is required to bring tourists to Canada in as large or larger numbers, as they are now flocking to Switzerland from all parts of Europe, than to let the world know what we have, by means of consistent and telling advertising.

We believe that the introduction of a bill of this description in the parliaments of each province, empowering municipalities to appropriate a small rate annually, would meet with very little opposition, and we feel sure that the benefits would far outweigh the costs to the community.

THE EXHIBITS

THE exhibits held in the Arts Building, Railroad Building and out of doors for the out-door display, attracted a very great deal of attention, and were far more representative and better arranged than at any previous convention. Possibly the most striking exhibit was that of the Foreign Posters, but there were, just the same, among the American and Canadian showings, some very fine specimens.

There was evidence on every hand of a great deal of care and thought having been given to the arrangement of the exhibits, and each one of the sixteen sections of American advertising was represented.

Suggestive window displays were put on by the Coca Cola Company, Welch Grape Juice Company, Swift Canadian Company, and W. G. Patrick & Company; and a very free use was made of the sampling facilities offered at these booths. Magazines, farm publications and trade papers were all strongly represented, not to mention street car advertising and the striking display of packages and labels designed in Germany.

The British display consisted largely of a number of bound volumes of leading newspapers and periodicals and newspapers and magazine copy campaigns. In another section there was a very extensive display of advertising novelties. It is not possible to give too much credit to Mr. Potsdaner and his associates for the arrangement and collection of this comprehensive exhibit; nor must we

Acton's Trade Papers

are

Shoe & Leather Journal
Baker & Confectioner
Painter & Decorator
Furniture Journal
Ready-To-Wear
Men's Wear

They have the confidence of their readers and they are managed and edited by men who keep them up-to-date.

They are subscribed to by potential buyers who represent the worth while accounts in the fields covered.

Our Service department is helpful to manufacturers not fully acquainted with the Canadian field.

If it would interest you to have further information about our papers or the fields they cover communicate with our nearest office.

Acton Publishing Co., Limited

Toronto - - - - Montreal

5 Beekman Street., New York

716 Peoples Gas Building, Chicago

Jas. Acton, President J. J. Gallagher, Managing Director

forget to mention the *Advertising World* of London, who, at the cost of considerable time and expense, collected and forwarded the representative British exhibit.

THE DEPARTMENTAL SESSIONS

EASILY the feature of the Toronto Convention, and the magnet which drew the largest attendances was the series of departmental sessions, divided up into fifteen sections, the Trade and Technical Press having decided to hold their meetings together.

In the space at our disposal it is quite impossible to report all the excellent addresses, amounting to about two hundred, that were given—in fact it was physically impossible for any delegate to take in more than a few of the meetings other than those in which he was particularly interested. There is little doubt that this state of affairs will be remedied next year.

There are several sections that are so nearly allied—such as the printers, lithographers, and engravers—which could, without losing their individuality, combine in holding one or more joint sessions, and this is highly advisable, if only because it would allow so much more ground to be covered by each delegate.

In subsequent issues papers of the most vital interest to our readers will be reproduced in these pages in full.

For the present we must confine ourselves to a very brief resume of some of the most striking papers.

C. W. Hoyt emphasized the necessity of using only the very best printing, paper and engraving work which could be produced, at the General Advertisers' Session, and an interesting discussion arose on the respective value of filled-in or not filled-in circular letters.

It was pointed out by a number of speakers that it was a mistaken policy to deluge the salesmen in the field with literature from many different branches of the home office, and the advisability of creating a sort of clearing-house for correspondence to salesmen, was pointed out.

The Advertising Agents' Sessions were remarkably well attended. Although nothing very striking arose, interesting and beneficial discussions took place. A permanent committee to acertain how the standards of practice were being carried out during the ensuing year, was appointed, with the idea of their further improvement.

Wm. C. Freeman presided over the Newspaper Session, in the unavoidable absence of Jason Rogers, and one of the most interesting addresses in this session was that by John M. Imrie, secretary of the Canadian Press Association, on "Improving and Safeguarding Relations Between Advertising Agents and Newspapers."

Throughout the Magazine Sessions the key-note of the discussions seemed to be the need of the magazines examining still further their distribution facilities, and of

All but three Back Covers

for the balance of this year are sold. For next year three dates are open. Available dates are as follows:

1914 - August 29th
October 3rd.
November 28th.

1915 - January 16th
February 27th
March 6th.

Early reservations for next year's cover requirements are particularly desirable.

We have amongst our cover advertisers an enviable list of firms, some of them the biggest in their line on the continent. Here is this year's list.

Babson Bros.
Coca Cola Co.
Colgate & Co.
Cudahy Packing Co.,
Thos. A. Edison, Inc.
Gillette Safety Razor Co.
Imperial Tobacco Co.
B.J. Johnson Soap Co.
Lehn & Fink
Melchoir, Armstrong & Dessau
Meriden Britannia Co.
Wm. Neilson, Limited
Postum Cereal Co.
Pugsley-Dingman Co.
L. E. Waterman Co.
J. B. Williams Co.

The CANADIAN COURIER is the only weekly magazine in the Dominion. It is the only weekly journal in Canada which prints its covers in colours. It is equipped to handle the finest advertising in any colours desired.

Back cover rate $150.00 for two colors (one black). Inside space $100.00 per page.

Member Audit Bureau of Circulations.

Canadian Courier
The National Weekly
Toronto

JAMES B. ALLEN
Advertising Manager

EXCEEDING

6,000

IS NOW THE CIRCULATION OF

THE EVENING RECORD
WINDSOR

—and it is still going up.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building **TORONTO**

how to best lend further assistance to the retailer.

The Outdoor Advertising Agents were very strong with the olive branch, and strongly emphasized the fact that it was not their policy to knock other media. Outdoor Publicity could, with the best advantage be used in conjunction with other media.

Col. F. P. Holland, at the Agricultural Press Session, read a most interesting paper on the products which are largely used by the farmer, and which, up to the time being, have no place in the advertising columns of the farm press. Considerable discussion also took place on the advisability of offering premiums to get circulation, and the practice was generally condemned.

In the Trade and Technical Press Sessions, among a number of addresses, Col. J. B. MacLean made a very strong appeal for support in the fight which these publications are carrying on against the imposition of an increased rate of postage in Canada, on this kind of publication alone.

W. H. Ingersoll, of New York, emphasized the necessity of closer relations between the trade paper and the small retailer, and pointed out the necessity of educating him to the value of advertising, as well as to sound principles of buying and selling.

In the Printing Session the papers and discussions were given over for the most part to technical matters, although H. D. Porter read a very interesting paper on "How to sell Printing." A permanent printing department, to be known as the graphic arts department, was organized, under the presidency of H. H. Cook.

The editing of house organs came in for much discussion, several speakers condemning the use of scissors and paste, and pointing out that they had found it paid handsomely to be liberal in sums paid for contributions. Emphasis was laid on the necessity of keeping the mailing list up-to-date.

L. K. Liggett, in the Retail Advertising Session, made a strong plea for closer co-operation between the manufacturer and the retailer, and a number of interesting papers on the retail advertising methods of the different lines of goods, were read.

In the Religious Press, Engraving and Directory Sessions, there was not very much discussion on the papers read, but many interesting points for the betterment of these lines of endeavor were brought out..

WANTED—The address of a good newspaper that is looking for a good advertising manager. My past record has been successful. Three years with Der Nordwesten as Business and Advertising Manager, one year with Winnipeg Free Press, one year Cattanach Advertising Agency, two years with Gillette Safety Razor Co. College education. Age, 29. Address, J. A. McCULLOUGH, 21 Steele Block, 360 Portage Avenue, Winnipeg, Man.

OTTAWA is essentially a "Two-Paper" city. Three excellent newspapers of approximately the same net circulation, divide the field.

The Ottawa dailies blanket the Ottawa territory. They reach practically every English reading family. Three newspapers are desirable for an Ottawa campaign—and at least two are necessary.

One Ottawa paper is used in nearly every "Two-Paper" campaign. It is known as "The One Indispensable Medium." It is the Ottawa paper with an exclusive field. It duplicates the circulation of its competitors to the smallest extent. That paper is THE OTTAWA FREE PRESS. It is the only Liberal Paper at the Capital of Canada.

Complete in its news-gathering facilities, attractive in its features and make up, clean in its news and adver ising columns, THE FREE PRESS commands a permanent and outstanding place in thousands of Ottawa homes.

But THE FREE PRESS has become more than a newspaper. By a sane and constructive editorial policy it has become an institution of power in its Home City. Advertisers reap the advantage of this prestige, which has never been greater during forty-five years of publication.

Ottawa Free Press circulation statements are trusted, Ottawa Free Press advertising rates are flat. Any advertising agency will supply figures of both.

ADVERTISING FARM IMPLEMENTS

By F. W. Hunt, Advertising Manager, Massey-Harris Co. Limited

FIFTY years ago reapers and other labor-saving farm implements were being burned in the field, owing to a feeling among farm laborers that their use would throw many men out of employment.

Twenty-five years later. the necessity of labor-saving machinery had been definitely established and no longer was the fear entertained that their introduction meant a large army of unemployed.

To-day the farmer considers improved implements not only from the standpoint of the saving in labor but also from the standpoint of increased profits due to the greater yield or improved quality of his product.

The idea has passed (if it ever really existed) when the characteristics of a farmer could be given as a pair of overalls, chin whiskers and a "chaw" of tobacco. The farmer of to-day is keenly alive to anything which will affect his interests. Much of the credit of this is due to our splendid agricultural colleges and government experimental farms.

The manufacturers are also doing their share in the great educational movement. Several have established what may be called "Service Bureaus" and have spent considerable time and money investigating the problems which confront the farmer and offer the help of this department without charge. It is true that they are not wholly disinterested in the matter, but the fact remains that they are doing much along educational lines.

This idea is also carried out to a considerable extent in their advertising. Many booklets are issued dealing with such problems as

JOHN K. ALLEN
Christian Science Monitor, Boston, "The Man Behind the Convention Programme"

Dairying for Profit, More and Better Corn, etc.

As an example of increased efficiency and production due to better implements, I would men-

The Norris-Patterson Way

Mr. Advertiser! What of 1915? There is no marking time in business—you must either **develop** or **lose ground**.

The Norris-Patterson idea of service is far more than the placing of your advertising.

We investigate conditions, check up your distribution facilities, study your markets and make that **intimate analysis** so vital to the solution of your advertising and sales problems.

Let us get together. We will make a **frank statement** of the possibilities of your business from an advertising standpoint.

NORRIS-PATTERSON SERVICE has wonderfully increased the business of many large Canadian firms. Why not **yours?**

Write us. It will put you under no obligation.

NORRIS-PATTERSON Limited

Advertising Agency

Mail Building - - Toronto

tion the modern type of corn planter.

The old style of planter rarely averaged better than 70 per cent. of accuracy, whereas the new type averages 95 per cent. or better. Taking this difference as a basis, it is an easy matter to figure that the increased yield would be considerable.

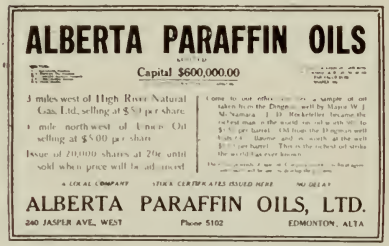
But, to secure the best possible results, care is required in the selection of the corn, and an extensive advertising campaign was carried on by the manufacturers, assisted by the agricultural colleges, for seed selection—testing the individual ears for germination, etc., which has resulted in the adding of millions of dollars to the corn crop of the United States and Canada.

Another idea which the manufacturers might well embody in their advertising is that of taking the public into their confidence. To illustrate: In a recent conversation with a farmer a discussion arose concerning the cost of repairs. The farmer maintained that the prices were too high.

I pointed out to him the immense amount of capital required to keep a complete stock of repairs at various points, the maintaining of a staff to handle these repairs and other expenses incident thereto, and showed him how in many cases rush orders are filled at an actual loss. He was quick to see the point and actually thanked me for "showing him."

Through the medium of advertising, many similar points might be presented in a new light, and much of the antagonism which exists in certain quarters removed.

Conditions vary greatly in different countries and different sections of the same country, and this should be borne in mind in the preparation of copy. For example, in Eastern Canada dairying and mixed farming are well established, and any argument as to the advisability of such is largely superfluous, while in Western Canada there must be an awakening as to the necessity of mixed farming to place agriculture on a sound and permanent basis.


ALBERTA PARAFFIN OILS

Capital $600,000.00

3 miles west of High River Natural Gas, Ltd. selling at $50 per share.

1 mile north west of Union Oil selling at $5.00 per share.

Issue of 20,000 shares at 20c until sold when price will be advanced

A LOCAL COMPANY — STOCK CERTIFICATES ISSUED HERE — NO DELAY

ALBERTA PARAFFIN OILS, LTD.

240 JASPER AVE. WEST — Phone 5102 — EDMONTON, ALTA

One of many that gladdened the hearts of Western Advertising Managers

Then, too, the same implement may be put to entirely different uses in different sections or at different seasons, so that a thorough knowledge of not only the construction but also the manner in which it is used is essential.

These are just a few points which occur to me in connection with agricultural advertising, and I might sum up in two words what in my opinion should be kept in mind when preparing advertising to reach the farmer.

They are: *education* and *co-operation.*

Some Convention Bouquets

Wm. Woodhead, of San Francisco, President of the Associated Advertising Clubs of the World:

"An example of journalism and newspaper enterprise highly commended by every delegate attending this Convention. We are grateful to THE TORONTO WORLD for this service so well rendered."

Louis A. Colton, President of the San Francisco Ad Club:

"THE TORONTO WORLD'S Special Ad Men's Edition yesterday morning was one of the slickest pieces of journalism I have ever seen."

E. L. Marshall, of the San Francisco Ad Club:

"The Ad Men's WORLD yesterday was a fine piece of newspaper enterprise, and one which the ad men all appreciate greatly. I am sure it is a credit to Toronto to have a journal such as THE WORLD."

R. R. Shuman, of Chicago, Chairman of the Chicago district of the National Vigilance Committee:

"As students and critics of broad publicity, we admire anything which is well done. THE TORONTO WORLD'S Convention Special is well done."

Seth Brown, Editor, Standard Advertising, Chicago:

"THE WORLD is a world-beater in handling the news of the Ad Convention. It is a satisfaction to read the kind of reports which THE WORLD has been printing this week."

R. L. Bisley, Secretary, Long Beach, Cal., Chamber of Commerce:

"THE TORONTO WORLD'S Convention Special is the finest example of journalistic enterprise I have ever seen on this continent. It is a great piece of work and is attracting wide-spread attention."

Richard H. Waldo, Chairman of General Publicity Committee, Associated Ad Clubs of the World:

"Congratulations. You have done splendid work. Your paper has made a great impression upon the Convention. This Convention has been given publicity by THE WORLD in a way that no other newspaper has done in this or any previous Convention."

Frank Leroy Blanchard, Editor of the Editor and Publisher, New York:

"I have been engaged in newspaper work for thirty years. In my opinion THE WORLD has handled the Convention better than any other paper. I believe the entire body of delegates entertain very deep admiration for your work this week."

Charles R. Frazier, a delegate from Honolulu:

"THE WORLD has given the Ad Club Convention great publicity and it appears to be Toronto's one best bet as a newspaper."

P. T. Irish, Advertising Manager, The J. L. Hudson Company, Detroit, Mich.

"Thank you very much for THE WORLDS you sent me. I spent a very pleasant evening with them, and certainly agree with those who attended the Convention that THE WORLD covered the Convention in wonderful style."

A. Appleton Ferree, of Nelson Chesman & Company, St. Louis, Mo.:

"Many thanks for the Convention issues of your bully good paper. You have gathered unto yourselves much renown for your enterprise."

Harold A. Moore, Secretary, Wheeling Ad Club, Wheeling, W. Va. :

"The delegates have returned, and all expressed the highest praise to the Toronto Club for their success to the Convention, and while last—but by no means the least—to THE TORONTO WORLD in handling the Convention news so thoroughly and also for extended courtesies."

The combined net average circulation of the Daily and Sunday World is more than 142,000 with a purely Toronto circulation of more 100,000. This is the strong combination for covering Toronto and the wealthiest portion of Ontario.

THE "GAME" OF ADVERTISING

By Kenneth S. Fenwick

Many object to the word "game" being used in connection with advertising, maintaining that the word implies a gamble, a chance, or a lottery. Mr. Fenwick points out in this unusual article that in his definition of the word he has reference to a game of skill, and aptly compares the different factors in successful advertising to the positions of the players in a hockey game.

This is a novel and interesting comparison that will be perused with much interest.—Editor.

(a) ADVERTISING IS A GAME

THE advertising game is older than the Pyramids, for the first advertising stunt on record was the Tower of Babel. The proof lies in the words of its promotion—"Go to, let us build a tower whose top may reach the heavens; and let us make a name lest we be scattered."

The first *written advertisements* were carved in stone about 2400 B.C., after Atholes invented the hieroglyphics—these were used to exploit the deeds of various distinguished personages of that day, and Rameses XI is said to have carved out the old names on the monuments of generations and replaced them with his own.

On the walls of Pompeii were found many examples of early day advertising, but the first printed advertisement on record was a handbill gotten out by Caxton in the year 1480, and the rise of the American newspaper advertising dates from 1833, which was the forerunner of modern publicity.

Some men object to the term "game" being applied to advertising. Some object on the ground that it suggests a "gamble." Others prefer to consider advertising a profession. Webster defines to "advertise" as to give notice, advice—or intelligence of anything.

One of the most humorous spectacles I know of is a man who takes himself and his work too seriously, for a sense of humor saves many a man from wearing out before his time.

When a man is trying to sell you something, you don't imagine he is *always* as polite as he is at that particular time—he's playing a game.

When a friend tells you he has "accepted" a new position that was offered to him, he doesn't fool you any—not one man in twenty ever had a position "offered" to him—he's playing a game.

Advertising, however, is not that sort of a game—the day of "bluff" in advertising is past. and this brings us to a consideration of:—

(*b*) THE RULES OF THE GAME

These are 5 in number—1st, No cheating. 2nd, No slugging your competitor. 3rd, Stick close to

The shrewd, conservative advertiser, the one that quietly cyphers out the paper that gives the most publicity at the least cost is the man that is using

The News

Toronto -:- Canada

A paper with a prestige that exerts a powerful influence upon its readers and brings business to the advertiser.

business. 4th, Team work is compulsory. 5th, Follow-up every advantage.

The necessity of the 1st rule—"No cheating"—is now pretty generally recognized. It has been demonstrated that the advertiser who prints other than clean, honest advertising is courting disaster. Show the advertiser how he can get the most business and he'll sit up and take notice. There's no nonsense—no preaching—no heroics about that—it's merely good business. If those who were reponsible for the existing lack of faith in advertising had been bright enough to see this point there never would have been any need of raising it. They would have known that honesty is the best policy because it pays.

The 2nd rule—"No slugging"—is necessary because slugging only serves to advertise your competitor at your expense.

The 3rd rule—"Stick close to your business" serves as a warning against the temptation to indulge in superfluous flights of rhetoric in your copy.

The 4th rule—"Team work is compulsory"—provides against the error of leaving all the work to be done by one medium.

The 5th rule—"Follow-up every advantage"—points out the danger of the inclination to let well enough alone.

THE LINE UP

The advertising line-up resembles the composition of a hockey team. In goal—trade papers. Point, outdoor advertising. Cover-point, novelties. Right wing, newspapers. Left wing, magazines. Centre, direct advertising. Referee the local vigilance committee. The opposing team, competition. The puck, your story. (When the competitor gets the puck it becomes *his story*). The goal, public confidence.

FRANK H. ROWE
Chairman Toronto Convention Committee, to whom a great deal of the success of the Convention is due

The "object of the game" is to get the "puck" through the "opponent's goal" as often as possible

—in other words, all that advertising can reasonably be expected to do is to gain for your story the widespread confidence of the public.

ORGANIZING A TEAM

The preliminary work in organizing an advertising team is most important. Presupposing an appropriation which would justify the employment of a full team, a careful study of your proposition, an exhaustive investigation of the possible market, and a definite plan of campaign are necessary.

The basis of the plan would be a good booklet, with the preparation of a strong series of advertisements offering the booklet. And lastly, the fixing of the salaries of the individual players—in other words, dividing the appropriation and determining the correct proportion to be spent for each division of advertising.

PLAYING THE GAME

The ideal game is one which utilizes all six players, although many games are played with one, two or three men short, for each player is dependent, to some extent, upon all the others.

Trade papers protect your product against the shots of competitors, by keeping your trade mark, or your name, constantly before the class of men who handle your goods, serving as an introduction for your travellers and

Recognized Champion

1854 — 1914

of the people — devoted to their best interests.

Success assured to every consistent, truthful and literal patron of the advertising columns of The Mercury.

Remarkable Progress

The Mercury's extensive, distinctive circulation among the representative homes of Guelph and vicinity is productive of the best results—3276 papers daily in June, 1914.

ADVERTISING RATES from any of the leading advertising agencies or write direct to

The Guelph Advertiser and Mercury

J. I. McINTOSH, Proprietor and Publisher

GUELPH CANADA

preventing your competitors from "scoring" too frequently.

Outdoor Advertising protects your interests in much the same manner as trade paper advertising, but has the additional advantage of getting "out of goal" and reaching and influencing the men who buy your goods from the dealers reached by the trade papers.

The Advertising Novelty supplements the work of the other two players in that it is furnished to the dealer for free distribution to the consumer, or mailed direct from factory to consumer. The first method accomplishes two objects: (a) Gets and holds the dealer's interest. (b) Arouses the consumer's interest and creates a favorable impression of the manufacturer who makes the goods.

The second method, of mailing the novelty direct from factory to consumer, accomplishes the latter object only.

The *Newspaper* is the right wing of every advertising campaign, because it may be depended upon to accomplish more, unaided, than any other player on the team—except the left wing (magazines).

The value of the newspaper cannot be over-rated.

The left wing, the *Magazine*, which must be understood to include farm papers, and periodicals of every class not properly included in the term "trade papers," also plays a most important part in "the advertising game."

And finally, the "centre" is *Direct Advertising*, which includes catalogues, booklets, circulars, and mailing cards.

This is the "player" that does most of the "scoring." Unaided, the centre is not able to accomplish very much, but with the assistance of the "wings" a good booklet may be depended upon to "score" oftener than any other player on the team.

WALTER B. CHERRY
of Syracuse, Vice-President of the A. A. C. of W.

THE FASCINATION OF THE GAME

When played according to the rules, there is no more fascinating game to play or to watch than the advertising game.

It is no game for the quitters. As John Wanamaker says, "If

there is any one thing that a quitter should leave alone, that thing is advertising."

Advertising is a game of skill, in which the best team wins.

And the highest praise—the greatest reward—that an advertising man could wish for, would be to have it said of him—"He plays the game."

PUTTING LIFE INTO LETTER

By Louis Victor Eytinge—Extracts from a striking address given before the Direct Advertising Session.—A. A. C. of W., Toronto Convention

"ADVERTISING men owe a duty to their profession: to endeavor to secure the highest efficiency from every advertising tool. The letterhead is the most neglected tool in the advertising man's kit, when it should be one of the most serviceable. Too often it is a hodge-podge of inharmonious typography, or a smeary spread of facture picture or futurist color design, taking up more than half the area of the sheet. The letter's heading can be made one of the strongest supports of the campaign. It can be made simple and dignified, or vividly virile, strong in selling value, or heartily human—it can even indulge in a serio-comic smile at times.

"As much daring and originality, as much plain nobility, as much force and effectiveness, as much character can and should be in the letterhead as in any other display copy. Pennies spent in improving the stationery pay dollars in profits. Personally, I refuse to accept commissions for letter campaigns unless my clients give me absolute freedom to design the stationery to be used. The sooner all advertising men take a similar stand, the sooner will we advance our letter efficiency.

HOBOES OF THE MAIL

"It is about time that business men were aroused to the danger

SUN
AMMONIA
SUN
AMMONIA
STUART & FOSTER
"We radiate Sweetness, Purity and Freshness in every home from basement to attic—with only half the usual soap"
Sun Ammonia
(Harvey's)
For a quarter of a century known a.
The Standard of Strength and Purity
Used once shows its usefulness and invigorating freshness. Your dealer has it to-day.
Made in Canada and sold across Canada by its sole manufacturers.
STUART & FOSTER, Limited
Established 1882
TORONTO

Unusual illustration but catches the eye

that threatens their most modern method of merchandising because of the ragged hordes of letter hoboes that are beating their way

through the American mails! In his dress, the ragged hobo of the mails is much like his human namesake. Would you take such a one, as he stood, and send him out to sell your service? But, is it not true that many a letter comes to your desk possessing those very same unsightly characteristics? Letters so folded that they remind you of nothing more than the crumply, slept-in-shoddy of the tramp; letters written on the flimsiest of paper, indicating the cheapness in which the writers held you in their esteem; letters using blotchy, bleary headings, with designs and alleged art effects that are as tangly as the tramps' hair; form letters so sloppy of fill-in that they call to mind no more ridiculous picture than Weary Willie posing as John Drew; letters whose ragged typing makeshift erasures and slouchy paragraphs are identical with the ragged rover of pinned patches and shuffling swing; letters that are carrying their conglomeration of enclosures as does the tramp his rusty tomato cans and pockets of worthless junk.

WILLIAM C. FREEMAN
of New York, Chairman of Newspaper Section

WHY SOME LETTERS ARE WEAK

"The trouble with most business men, when they write letters, is that they become too self-conscious of their task. They seem to get out of their natural state—to forget whatever ability they may have had as flesh and blood salesmen and either sink down into some miring rut from which they pitifully pipe their pleas for business, or else they stolidly strut around on stiff stilts. Is there any reason for other than naturalness in our lives, in our selling or in our letters?

"If we can be humanly natural in our face-to-face selling—if we can use crisp, crackling, clean and clear conversation—why do we change all this when we write business letters and involve ourselves in floundering flap-doodle? It but tends to handicap business letters in general and to a deterioration of our letters in particular, until those become like the tramp, chronically out of work and impossibly inefficient!"

THE CONVENTION AT PLAY

THE general entertainments provided for the visiting delegates were not only considerably curtailed from previous years but were also arranged so as not in any way to interfere with the business of the convention; in fact the only three public events for the male delegates were the moonlight excursion, the regatta on the waterfront on Monday evening, and motor cycle races and military tattoo on the Wednesday. These passed off without a hitch and were very well attended and much enjoyed.

FRED E. JOHNSTON
of Dallas, Member of Executive Committee

It was left for the ladies, however, to come in for the big share of the good things going and an energetic ladies' committee took them in hand as soon as they arrived and saw that they wanted for nothing during their stay. After the official photograph was taken at noon Monday the ladies were driven to the Lambton Golf Club, where a tasty luncheon was served and they subsequently were given an auto drive around the city. Everybody piled aboard the two big steamers for the moonlight on this evening and there was plenty of fun mingled with dancing and light refreshments. On Tuesday morning there were some 500 ladies made the trip to Niagara Falls, where they were the guests of the Shredded Wheat Company. The trip was very much enjoyed, and the return was made via Queenston on the Canadian side. The regatta was nearly over before the ladies got back, and as there were business sessions in the evening they had the evening free. Wednesday afternoon they were given a matinee at the Royal Alexander theatre followed by high tea at the City Dairy Company, the day closing with the big military tattoo at the Exhibition Grounds. Thursday the ladies were left free for shopping or making any personal calls.

All spoke in the highest terms of the hospitality and attention shown them by the Toronto ladies and boys.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

HUMOR in advertising is to my way of thinking, of little value unless it is at the same time funny, without being strained, and the illustration

well drawn, without being too much "art."

Nobody could possibly go through a newspaper page and miss the screamingly funny King George IV ad reproduced. Look at the expression on the old chap's face, as he turns his head away and refuses to see how much "top Notch of Scotch" is going into his glass.

The caption fits in admirably with the drawing, "Say When, Man!"

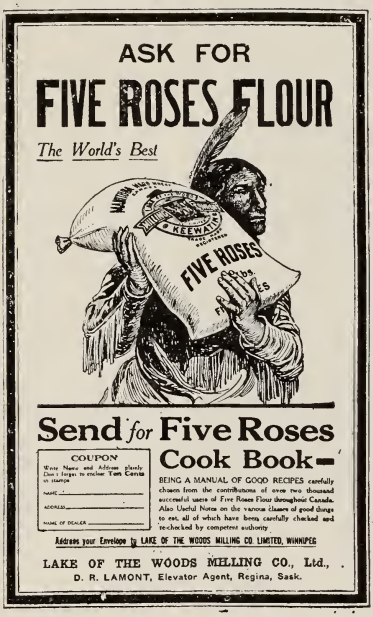
* * *

The ad reproduced, of the Toronto Horse Market, is ugly, and contains too many caps and display lines, but all the same, the argument is strong. The mere fact that on a previous occasion this company had sold horses from $20.00 up to $370.00 infers that there is a sufficient stock on hand for every requirement.

No attempt has been made, you will notice, to give any details, so, as a general publicity ad, this likely filled the bill.

* * *

The ad of Five Roses Flour is an example of a somewhat new style of advertising which seems to be gaining rapidly in popularity. You


ASK FOR
FIVE ROSES FLOUR
The World's Best
KEEWAYDIN
FIVE ROSES
Send for Five Roses Cook Book—
COUPON
BEING A MANUAL OF GOOD RECIPES carefully chosen from the contributions of over two thousand successful users of Five Roses Flour throughout Canada. Also Useful Notes on the various classes of good things to eat, all of which have been carefully checked and re-checked by competent authority.
Address your Envelope to LAKE OF THE WOODS MILLING CO. LIMITED, WINNIPEG
LAKE OF THE WOODS MILLING CO., Ltd.,
D. R. LAMONT, Elevator Agent, Regina, Sask.

will notice that not a word is said about the properties of Five Roses Flour, with the exception of the broad claim is made that it is the world's best, and the whole of the ad hinges on the Five Roses' Cook Book. Nor is this Cook Book sent free for the asking, as a dime has to be forwarded for each book.

Of course, the mere fact that the name of the product will surely be repeated at least once in every recipe, constitutes mighty good advertising, and it looks on the surface as if these people were getting a lot of really desirable publicity at a very low price.

* * *

I like the ad of Church's Cold Water Alabastine. In the foreground we have the packet, then the brush and pail in which the material is mixed, and then in the background the distant view of the house.

It is certainly a good combina-

Just "Alabastine" —a Brush and Pail
And — you may have an artistic home.
The old way of decorating the walls with paper, paint and kalsomine was always expensive, often unsanitary and never artistic. The new way—the "Alabastine" way—is always sanitary, artistic, economical and durable.
With the numerous "Alabastine" tints and white every room in the home can be made to glow with cheerfulness and blend into a uniform color scheme.
Anyone can apply "Alabastine." Just mix with cold water and brush it on the wall
FREE STENCILS: Our staff of trained decorators will draw up any color scheme for you free of charge. We also supply free stencils suitable for your purpose. "Alabastine" is sold by all Hardware and Paint Dealers. Write for full particulars and free booklet.
The Alabastine Co., Limited
67 Willow St. Paris, Canada.
Church's Cold Water
Alabastine

tion advertisement, and the copy strong and convincing.

The old way of treating walls was always expensive, often unsanitary and never artistic. With the new way, the Alabastine way, it is claimed that it has all the

virtues and none of the vices of wall and ceiling preparations.

There is no wasted effort in this ad—it is good, and should have proved a real business getter.

* * *

I seem to have been running across quite a number of funny ads lately, and the one reproduced, of Royal Vinolia, relies for its humor mostly on the play on the word "lather." The few lines of reading matter are to the point, but if criticism were wanted, I would say that there is too much drawing.

* * *

SUCCESS comes from work done a little better than seems necessary.—*Mart Gardner.*

"I would rather lather father than father lather me!"
Men who use Royal Vinolia Shaving Stick or Powder feel so good-tempered that they never want to 'lather' anyone—its use certainly does make shaving a comfort instead of an irksome task. Try Royal Vinolia yourself, sir
AT ALL GOOD DRUGGISTS—25 CENTS.

THE EFFECT OF CHEERFULNESS

CHEERFULNESS makes for efficiency. The effect of cheerfulness upon the man with the countless business worries, who is oftentimes cross and unapproachable, but who wants cheerful people around him, is wonderful.

The ability to get on with fault-finding, irritating people in business is a great art. Oftentimes where the air is fairly blue and everything in general seems upsetting, a big ray of light may come from someone who has a cheerful, sunny way with him and can use tact at such a time. This is the moment when we should try to learn to look through the other fellow's eyes and we could almost always find that he has more or less cause for his "grouch."

Tact is one of the real essentials of efficiency. With some people tact might mean a desire to deceive, but not so the right kind of tact. The ability, for instance, of finding out the caller's name and business without appearing to be inquisitive—the ability to think quickly—to be resourceful and find somebody who knows, if you don't.

There are many times when you do not believe in everything your employer does, but use "tact" and keep quiet. If there are things which must be covered up hide them. However, you must have faith in your employer in

order to do your best work. If this confidence cannot exist you should look for another position.

Often the man higher up is inclined to be over-exacting, magnifying all the shortcomings of those

BY ALL MEANS
CLEAN UP
And Then Improve on This by Making Your Yard
Stay Cleaned Up
DON'T
use the ordinary garbage can which after a few months' use invariably looks like this It attracts stray dogs and cats, it furnishes a breeding place for millions of flies It is soon worn out; the cover is seldom where it should be—on the can
The Old Way
INVEST IN A
BURROUGH'S
PATENT
SELF-CLOSING
GARBAGE CAN
and later you will look on it as one of your best investments. It will not attract stray dogs, etc.—it is fly-proof—built to last—cover is attached and always there—easily carried—easily emptied
The New Way
Every Buyer Is a Booster
Join the Army of the Satisfied Now If Your Hardware Man Does Not Handle Them, Phone or Write
SELF-CLOSING SANITARY CANS, LTD.
PHONE M2070 CROWN BUILDING, CALGARY P.O. BOX 1954

Not pretty but good selling talk

subordinate to him, and it sometimes seems he forgets the little work of commendation that counts for so much. Many times the ones who fill the small niche, whose work is obscure but well done, mean so much to the firm that they should not be passed unnoticed. These inconspicuous places must be filled, and faithful service should be rewarded here as elsewhere. A word of commendation helps greatly.

Two men working under the same management in the same room may not live in the same world. Why? Because one sees everything cross-grained and out of sorts. His employer has not given him just credit for his services—the house has advanced others over his head—he is looking for slights and unkindness on every side and is constantly groaning over his hard luck and scanning the horizon for clouds which do not appear. The world is out of joint in general with him.

The other man is in harmony with his surroundings, he finds everybody wants to give him a square deal. The whole world is kind to him and nobody wishes him harm. This is the cheerful man—the man who does not look through smoked glasses but sees brightness all about him.

The habit of cheerfulness is one which should be cultivated in business. Cheerfulness has a most wonderful lubricating power. It is as much a necessity in the business organization as lubricants to the life and durability of inert machinery, for it is not movement that destroys, but friction.—*Efficiency Magazine.*

CONVENTIONOTES

"THE finest bunch of clean-cut sports I've ever seen. There's not a face that isn't smiling." Such was the comment of one of the lady visitors at the "moonlight."

* * *

The Fort Worth cow bells made a great hit.

* * *

The convention prize winners were as follows:—*Advertising and Selling* $1,000 essay, J. P. Beck, Chicago; *Printers' Ink* cup, Los Angeles; Boston Mileage Banner, New York; Dallas' ladies' trophy, Edmonton; Baltimore Truth Trophy, Minneapolis.

* * *

The new style postal pillar boxes and stamp-vending machines were placed for the first time on convention grounds and did big business.

* * *

It was a surprised policeman in the King Edward Hotel, when his helmet was seized and substituted by a Mexican sombrero. He proved that he was a human being by taking the joke with the best of good nature.

* * *

"If six thousand men represent $600,000,000, what was the convention worth to Toronto?" was a leading question in the *News* that takes some answering.

* * *

Fred McJunken, the Dallas Giant, of "Ranch 66" was there as usual, and together with inimitable Jules Brazil, pulled off many funny stunts. It would hardly seem like an ad convention without Fred.

* * *

"Follow the rope to Dallas headquarters at the Prince George." Those who took this good advice had a real taste of Texas hospitality.

* * *

The comic bull fight and badger fight were two of the funniest stunts pulled off by the visiting delegates.

* * *

Practically every club in Toronto threw open their doors to the visitors, who had many nice things to say of the hospitality extended them. The Toronto Rowing Club put on a very successful smoking concert, and the Elks Club put on a moonlight midnight ride around the city.

* * *

"Swat the Lie" was the exercise recommended by the vigilance committee.

* * *

There were not many nooks in Exhibition Park, but that were occupied by two as a rule of the visitors some of the time.

* * *

Excitement ran high when the El Paso boys, headed by the two burros, marched into the King

Edward Hotel. The two "Jacks" behaved themselves like little gentlemen.

* * *

The dark-eyed daughters of the South were in noticeable majority at the convention.

* * *

One of the most unique advertisements given away was a ball of cotton and some cotton seed, in a square carton, presented by the Atlanta, Ga., Club.

* * *

The Toronto *World* with its special "Ad" pages, covered the convention in a very thorough manner, and are to be congratulated on their enterprise.

* * *

Jack Alicoate, from San Diego, claimed to be the farthest away delegate, but the two Honolulu boys probably had his record beaten.

* * *

To be twenty-one years of age and never to have been on a steamboat prior to the moonlight excursion, was the experience of a Texas delegate.

* * *

The two Sacred Cows of the Fort Worth delegation, created a lot of amusement. They were "No Bulls."

* * *

Shreveport, Louisana, pulled off number of clever stunts.

Six barrels of Honolulu necklaces, called Ilema Leis, which the natives place around one another's necks at parting, were distributed at the General Session on Thursday.

* * *

The visitors were particularly delighted with the kilts of the Highlanders. To the majority of them such a costume was a decided novelty.

* * *

The four presentations from British advertisers, made by Chas. F. Higham, were received with the utmost enthusiasm.

* * *

Where did the two New Yorkers get to, from mid-day Tuesday until Friday morning? A little tale could be unfolded, but it is kinder to be silent.

* * *

Hamilton gave a number of the visiting delegates a very gay time on Friday, following the convention.

* * *

A number of the "Windy City's" spinsters were so taken up with the Toronto boys that they appealed to Mayor Hocken to create a matrimonial department to assist them in obtaining reliable mates. His worship declared that their request was out of order.

a

CANADIAN PRESS ASSOCIATION

THE annual meeting of the Canadian Press Association unavoidably postponed, was held at the King Edward Hotel, Toronto, on July 9th and 10th. There was a large and representative attendance of delegates, this being the first meeting since the federation of the four interprovincial associations.

Reports were received and passed upon from the Executive Committee, the Secretary-Treasurer, and Advertising Committee, the latter dealing with the efforts of that committee during the year in the direction of promoting advertising, improving and safeguarding relations with advertising agencies, standardizing newspaper practice in relation to advertising, and other matters of a technical nature.

Much interest was centred around the report of the Postal Committee, of which Mr. P. D. Ross, Ottawa *Journal*, is chairman. That report reviewed the successful fight of the association to prevent the transfer to one of a few Ministers of the power to fix newspaper postage rates, that since Confederation has been vested in Parliament. The report of the Postal Committee was followed by a discussion of the situation created by the recent circular of the Post-office Department announcing new interpretations of the Post-office Act, which, if put into effect, would result in a material increase in newspaper postage. Further discussion of the Postal situation was deferred until this morning, when the new Postal Committee will submit certain recommendations. Mr. Ross was unanimously re-elected chairman of the committee, and he, President Donly and Secretary Imrie, were given a hearty vote of thanks for their handling of the recent fight at Ottawa. The association also adopted by unanimous vote a resolution thoroughly endorsing the proposal to take control of newspaper postage rates from Parliament.

In the afternoon the Daily, Weekly and Trade and Class Sections met separately to discuss matters of sectional interest.

The various sections elected officers and committees for the ensuing year as follows:

Daily Section—Chairman, J. G. Elliott, Kingston *Whig*; Secretary, R. F. Parkinson, *Ottawa Journal;* Executive Committee, the officers and Mr. R. Jennings, *Edmonton Bulletin;* A. C. Hunt, *Regina Leader;* L. H. Dingman, *St. Thomas Times;* F. Carrel, *Quebec Telegraph;* E. W. McCready, *St. John Telegraph.*

Weekly Section—Chairman, E. R. Sayles, *Port Elgin* (Ont.) *Times;* Secretary, J. J. Hunter, *Kincardine Reporter;* Executive Committee, the officers and H. B. Anslow, Campbellton (N.B.), Graphic; Arthur Girouard, *Thetford Mines* (Que.), *Le Mireur,* S. N. Wynn, *Yorkton* (Sask.) *Enterprise,* and John MacKenzie, *Strathmore* (Alta.) *Standard.*

Postal rates were again under discussion at the meeting on July 10th.

It was recommended by the postal committee that a further interview be held with the Postmaster-General at an early date with a view to an amicable understanding; that any suggested rearrangement of rates by Parliament arising therefrom should be submitted to a general meeting of the association for instruction before acceptance; and that in case such interview does not seem to promise a satisfactory outcome, the postal committee be authorized to organize as large a deputation of members of the association as can be secured to wait upon the Prime Minister to protest in the strongest possible way against the removal of control of postal rates from Parliament and against the proposed arbitrary rulings of the Postoffice Department in regard to such rates.

The report was strongly backed by Mr. P. D. Ross, of *The Ottawa Journal*, who presented it to the meeting.

Mr. W. B. Burgoyne, of *The St. Catharines' Journal*, wanted the rates raised in order to protect the local trade of the small papers, and that these increased rates should hold good within a restricted area of 20 miles.

The report was adopted.

The following officers were elected under the new constitution, which includes the entire Dominion: President, W. M. O'Beirne, Stratford *Beacon;* past president, H. B. Donly, Simcoe *Reformer;* vice-presidents—Maritime Provinces Division, R. L. Cotton, Charlottetown *Examiner;* Ontario and Quebec Division, W. E. Smallfield, Renfrew *Mercury;* Manitoba-Saskatchewan Division, W. F. Kerr, Regina *Leader;* Alberta and Eastern British Columbia Division, J. H. Woods, Calgary *Herald;* Western British Columbia Division, John Nelson, Vancouver *News-Advertiser;* treasurer J. H. Cranston, Toronto *Star.* Chairmen of sections—daily section, J. G. Elliott, Kingston *Whig;* weekly section, E. Roy Sayles, Port Elgin *Times;* trade and class section, Col. J. B. MacLean, MacLean Trade Papers, Toronto. Chairmen of standing committees—Paper committee, J. F. McKay, Toronto *Globe;* labor committee, E. F. Slack, Montreal *Gazette;* advertising committee, W. J. Taylor, Woodstock *Sentinel-Review;* postal committee—P. D. Ross, Ottawa *Journal;* Maritime Provinces, K. J. C. Keating, Moncton *Times;* Quebec, V. E. Morrill, Sherbrooke *Record;* L. J. Tarte, Montreal *La Patrie;* Ontario, A. T. Wilgress, Brockville *Times;* Lorne Eedy, St. Mary's *Journal;* W. G. Rook, *Canadian Home Journal,* Toronto; Manitoba, John Stovel, *Nor'-West Farmer,* Winnipeg; Saskatchewan, E. S. Zingg, Wapella *Post;* Alberta, W. A. Buchanan, M.P., Lethbridge *Herald;* British Columbia, F. Burd, Vancouver *Province.* The above twenty-five members are the board of directors for the ensuing year.

THE EXPRESSIVENESS OF TYPE

By Ben. F. Corday—Extract from an Address Given at the Toronto Convention

Type, by its size, shape and general character alone, is expressive. To illustrate. If I were advertising face powder, and the character of the letter in size and shape did not in any way represent the language of the advertisement, but was a letter that ought to represent lumber or pig-iron, the type is misleading and inappropriate. The character of the letter which says "wading birds," meaning storks and other long-legged birds with slim heads and very long necks, should never be used on a book cover that talks of printing presses or freight cars. The character of a letter that can say French chiffon can't say wrought iron.

A test was recently made with forty persons, by asking each one to read a piece of text at the rate at which he would naturally read —for example, there was a comparison between italics and Roman type. The test shows that the italics were not read as rapidly. Capitals are more difficult to read than lower case letters—they are stiff, and have more angles and fewer curves. They are also less common, so that the eye is not as well accustomed to them.

The four main factors in type display are: 1. The type. 2. The length of lines of print. 3. The distribution of the lines. 4. The background upon which the text is printed.

The length of line most easily read is two and three-fourths inches, which is read at the rate of six and one-sixth words per second. A line five inches in length is read at the rate of five and six-ninths words per second and a line one and one-half inches in length is read at the rate of five and one-fourth words per second. There is very little difference between lines of two and one-half to three and one-half inches in length; the two and three-fourths inch line reads sixteen per cent. more rapidly than the five-inch lines. A very short line is hard to read, just as a very long line is hard to read.

Black Type on White Ground Best

A white background with black type is, as a rule, the most legible combination. A different kind of background, as for example, black, gray or colored—has the advantage of being conspicuous by contrast, but it has the disadvantages of reducing the facility of reading. No doubt in many instances the added uniqueness and contrast of unusual backgrounds outweigh the reduced legibility. In such cases where advantages and disadvantages are balanced against each other, good judgment must decide which is to be used, but it is a very important and particular matter to

know what the advantages and disadvantages are.

In a similar experiment to the one just mentioned, forty persons were tested for the purpose of determining their natural rate of reading, white type on a dark ground, and dark type on a white background. The difference was enormous. The average number of words read per second on a dark background with white type was four and two-sixths words and the average number of words read per second on a white background with black type was six and one-sixth words. This is a difference of forty-two per cent. in favor of the black type on white foregrounds.

ADVERTISERS WHO OUGHT TO USE THE RELIGIOUS PRESS

By J. W. Clinger, Advertising Manager, The Christian Endeavor World —Extracts from address given at the Toronto Convention

THERE is absolutely no waste circulation to be considered when using religious papers—no news stand or street sales. There is no duplication of circulation, as is so often the case with many of the well-known magazines. Clerks and shop-girls do not save on their lunch and chewing-gum money so that they can buy the latest copy of a religious paper to read on the way home. You will never find a religious paper cast aside on a car seat. Every copy goes into a home—an American home of the most influential sort. Every subscriber is interested enough to pay the subscription price year after year. No extraordinary cut-price subscription or premium offers are made for the purpose of forcing a large circulation.

A number of the largest national advertisers, who have made an exhaustive study of the advertising problems, do not rule against the Religious Press as a class. They decide each case on its own merits (as should be done in every instance) and use regularly those religious papers that measure up to a certain standard. We believe that other advertisers, who wish to be fair, will agree to do likewise.

Not every advertiser has the privilege of using the Religious Press. Some copy is not at all acceptable and must always be excluded. The readers of a religious paper have a higher regard for it than for any other literature except the Bible, and so they should. The editors are most careful in regard to the character of the fiction and articles printed; the advertising manager must be equally careful if the paper is to continue holding the confidence and esteem of its readers.

Naturally, no liquor, tobacco, quack medicine, fake investment or objectionable advertising of any sort may be accepted. During the course of a year all of us must

refuse much business of this sort that is gladly taken by secular papers that do not need to be quite so careful. These refusals have sometimes met with the disapproval of a few advertising agencies and have influenced their judgment against the Religious Press in placing more acceptable copy, but it would seem that this very censorship should make the Religious Press even more attractive as a medium of publicity for legitimate advertisers of goods that are of a character to interest our readers.

All arguments to the contrary, the Religious Press really merits the support and recognition of every advertiser who wants to reach a thoroughly dependable class of buyers with the right sort of an announcement of reliable products. This, of course, covers a wide range, starting with the purchase of the land on which to build the home; (and, by the way, who would want to live in a community which did not boast of Churches and Church members) the construction of the home itself and its equipment; furniture; clothing; food; jewelry; automobiles; (count the automobiles in front of any Church Sunday morning); insurance — both life and fire; railway and steamship transportation; education; in fact, any commodity that will appeal to the substantial element of America. Some religious papers should be on the list of every advertiser whose goods appeal to people of refinement and find a place in homes of comfort and respectability.

ADVERTISING NOVELTIES COMMAND RESPECT AND ATTENTION

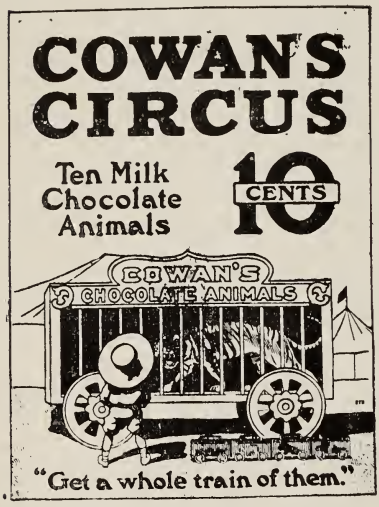
OUT of the mail into the waste-basket! So much direct advertising takes this course, without any opportunity being given to perform its mission. That waste is enormous. The average business man is so crowded that a piece of mail advertising must be striking indeed to get his attention. And in the attempt to be "different" numerous advertisers paralyze typographic art and cause designers to commit mental hari-kari. As is usual in such instances, the advertiser overreaches, and instead of getting the "once over," his advertising matter gets the waste-basket without formality.

How to attain the "different" is a great big job.

In many lines of business there is no distinctive product. One manufacturer's product will answer as well as another's. So there is a dearth of selling points on which to hang an advertising argument. Thus if the advertiser cannot aspire to unusual effects in printing and designing, what is he to do? The waste-basket yawns!

Did you ever observe a man who had been given some unique ad-

vertising novelty? Provided that the selection was intelligent and the novelty fitted into that man's scheme of life he would cleave to that novelty and use it. Very likely he could buy an article for a similar purpose in a store near-by —and assuredly he could afford to buy it. Yet he will continue



An Appeal to the Rising Generation

to use that novelty because it was given to him. Maybe the man or firm who sent it is unknown, he may not be acquainted with the individual who sent the novelty, yet there is a sympathetic bond established between the giver and user that can be made to return a rate of interest which will make United States bonds look like a wheelbarrow on a boulevard.

Why not make your direct advertising the vehicle for conveying an advertising novelty to your prospective customers?

Ths will make it "different."

It wll not be like 95 per cent. of all the other advertising matter your prospects receive. It will stand out from the mob, and get attention even if received on a busy Monday morning—(but the experienced direct advertiser knows better than to time the arrival of his solicitations for a Monday. The Monday mail is too much crowded to take any chances). The novelty will not only insure a cordial reception for the advertising matter which it accompanies, but will earn a hearing. Perhaps not right away, but soon. For the novelty will not permit its recipient to forget the message which accompanied it.

The cost of a successful advertising novelty need not be high. It can, in many cases, be paid for from the savings in follow-ups which it eliminates. If a proposition requires an average of four letters per sale, the advertising novelty sent with the first letter will eliminate a majority of the three that would ordinarily be necessary to accomplish the sale. As a rule, the advertising novelty can be mailed with an ordinary letter, sealed for two cents. This brings everything to the business man's desk at one time and the ad is carried on to success with the advertising novelty that it carries.

Out of the mail into the order file! That's what advertising novelties accomplish for the direct advertisers who use them.

MEN AND MEDIA

"TEAM WORK" is the title of the house organ of the Southam Press Limited, Toronto. It is full of ginger and snap, and should prove very useful in fostering co-operation between employees and employer.

* * *

The annual meeting of the Globe Printing Co. was held recently, and most gratifying results were reported. The rate of increase of circulation has been more than maintained.

The following officers were elected for the ensuing year: President, Hon. Robt. Jaffray; directors, A. F. Rutter, P. C. Larkin, G. T. Fergusson; and W. G. Jaffray, secretary.

* * *

The re-organization of the Montreal *Herald and Telegraph* has been completed, and well known Liberals will act in future as its directors.

Hon. Geo. P. Graham will, in all probability, be elected to the presidency of the new concern.

* * *

Word reaches us from Vancouver that a new daily to be called the *Times* will shortly make its appearance. It will be non-political, and its leanings, if any, will be in the interests of the working classes.

This will give Vancouver, a city of little more than one hundred thousand people, four daily papers.

* * *

The *Winnipeg Telegram* had a field day for the carrier boys on June 13th, and the lads made a very creditable showing, a number of them getting into the 100% class.

Sports and ball games were the order of the day, and cash and other prizes were distributed very freely.

* * *

We understand that the increase in newspaper postal rates announced by the Post Office Department, is not to go into effect until due notice has been mailed to each publisher.

As regards the ¼c rate, the law now is that this rate shall be for 1 lb. weight or for any fraction of a 1 lb. weight, that is ¼c must be paid for each copy.

* * *

Owing to an unfortunate oversight, the advertisement of the Ottawa *Free Press* on page 46 of our June issue was indexed as Ottawa—Three dailies. We are glad to have the opportunity of making this correction.

This advertisement was ordered by the *Free Press*, and the other two Ottawa papers had no part whatever in the payment of it.

* * *

The ladies of the convention spent a most enjoyable time on Tuesday, June 22nd, at Niagara Falls, travelling through by boat. At the Falls they were met by the brass band of the Shredded Wheat Company, and escorted to the plant, where luncheon was provided.

Over 500 ladies spent a most

enjoyable day and they were loud in their praises of the generosity of the Shredded Wheat Company.

* * *

The annual meeting of the Canadian Press, Limited (the Associated Press of Canada) was held on July 8th, at which the following officers were elected: President,

Strong emphasis of trade name and good use of circle

E. F. Slack, *The Gazette,* Montreal; first vice-president, E. R. Macklin, *The Free Press,* Winnipeg; second vice-president, W. J. Blackburn, *The Free Press,* London; secretary-treasurer, John Lewis, *The Star,* Montreal; directors, J. Ross Robertson, *The Evening Telegram;* Joseph E. Atkinson, *The Daily Star;* J. F. Mackay, *The Globe,* Toronto; E. Prince, *La Presse;* W. M. Southam, *The Citizen,* Ottawa; John Nelson, *The News-Advertiser,* Vancouver; J. H. Woods, *The Herald,* Calgary; W. F. Kerr, *The Leader,* Regina; W. L. Roblin, *The Telegram,* Winnipeg; G. Fred Pearson, *The Chronicle,* Halifax; E. W. McCready, *The Telegraph,* St. John.

A resolution was passed expressing cordial appreciation of the services of Mr. J. F. Mackay and Mr. J. E. Atkinson, who have served, respectively, as president and secretary of the organization since its formation four years ago.

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The circulation of THE EVENING TELEGRAM In Toronto

How Figures are Compiled The circulation books and records of The Telegram are conceded by Examiners and Audit Associations to be as simple and accurate as it is possible to have such statements.

All special editions or extras, not complete papers, are sold by The Evening Telegram at regular price, but are **not** included in circulation statements.

The circulation shown represents steady, consistent growth.

Where it goes Only 5% of the total circulation of The Evening Telegram is sold outside of Toronto and suburbs. Such concentration of circulation cannot be obtained in any other Canadian daily.

Add to this the fact that the average wage and buying power per capita in Toronto are among the highest in the world, and the value of such circulation will be better realized.

Daily Average Circulation

For the year 1912	65,357
For the year 1913	73,291
In 1914—	
January	77,195
February	78,419
March	80,654
April	81,457
May	81,745

Send for a copy of our booklet,

"GETTING BUSINESS IN TORONTO"

It will interest any advertiser.

THE EVENING TELEGRAM
TORONTO CANADA

Toronto Exhibition 1914

Mr. Manufacturer:

You may be one of the hundreds who shows your goods at the big Annual Fair. Or you may aim to familiarise your name by erecting signs on your buildings, or by attaching plates to your products.

All very good.

But, if you are not using the best means of all to talk to the people **in their own homes,** your advertising is not 100% effective.

You cannot afford to overlook the daily press—**but make your selection wisely.**

The Globe goes daily into over 69,000 of Canada's best homes—the thinking classes—those with money to spend. For 70 years it has led Canadian Journalism.

No matter what you manufacture, The Globe will carry your message effectively. Let The Globe put you right in touch with the largest number of possible consumers.

No premiums, guessing or popularity contests.

Rates and sworn detailed circulation statement on request.

The Globe

Canada's National Newspaper

TORONTO

Volume Seven
Number Eight

August
Nineteen Fourteen

Economic Advertising

THE OFFICIAL ORGAN OF THE TORONTO AD. CLUB

"THE CANADIAN PRINTER'S INK"

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91,281

The Largest Circulation of any Daily Newspaper Published in its Field

Toronto Daily Star

Ontario's Most Progressive and Up-to-date Newspaper

ADVERTISING RATES lowest per agate line per thousand circulation of any newspaper in Canada.

To bring the largest percentage of Toronto's spending community to your door you must use the Star's advertising columns.

C. H. EDDY, Fifth Ave. Bldg. New York City	EDDY & VIRTUE, People's Gas Bldg. Chicago, Ill.	C. H. EDDY, Old South Bldg. Boston, Mass.

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 7. Toronto, August, 1914 No. 8

STRAIGHT TALKS

EDUCATIONAL WORK AT THE CLUBS

ARISING directly out of the report and recommendations of the Education Committee at the recent convention, a plan promises to be evolved by the leading Canadian clubs whereby the Educational work may be systematized and concentrated.

This is, undoubtedly, a step in the right direction, for although many excellent and worth-while addresses have been given during the past year, notably those on city planning, harbour development, and city "clean-up," these subjects have but a second-cousinly connection with advertising.

Without the division of the advertising forces into so many different departments, all correlative, we grant you, but having each its own individual interests, a regular attendant at the weekly luncheons would hear much that was of passing yet not of vital interest to him, and to remedy this—to get the smaller sections of specfic advertising interests together for the discussion of their individual advertising interests is the plan proposed, which we feel will meet with general acceptance.

These sessions might well take the form of weekly luncheons or one hour meetings called for five o'clock, and in no one section would the numbers be unwieldy. They would provide the chance for general interchange of thought, and would give many of the members who at present through diffidence or lack of opportunity are seldom or never heard from, a means of expressing their opinions on subjects most closely connected with their business.

It is a bad thing for any club when three or four members, how-

TAKE KENT COUNTY FOR EXAMPLE—

¶ It is easier to realize the importance of the rural market and the meaning of a circulation like the FAMILY HERALD AND WEEKLY STAR'S if you consider one unit instead of the total.

¶ Kent is one of the many rich agricultural counties of Ontario. It's rural population is 25,668. The value of farm property, implements and livestock in Kent is $47,470,000—$1,849 per capita—$8,345 per farm family. The average value of farm property in the United States is $6,500. The value of the chief products of Kent County farms, including field crops, livestock sold and slaughtered, dairy products, eggs, fruit, etc., exceeds $14,000,000 per year—$545 per capita—$2,454 per farm family. 84% of the farmers in this propserous county own their own homes.

¶ Making due allowance for reasonable exceptions and variations, the prosperity of Kent County is typical of the rural communities of Canada from the Atlantic to the Pacific. Do you know any other class of people in more comfortable circumstances, or better able to purchase your goods?

¶ In this county which we are taking as a typical unit, the FAMILY HERALD AND WEEKLY STAR reaches every post office and has a total paid circulation of 2,077, or an average of 30 to a post office. It would be difficult to find a prosperous, well-ordered farm home in Kent County where the FAMILY HERALD AND WEEKLY STAR is not received regularly, and similar conditions obtain throughout the whole of rural Canada.

¶ These figures demonstrate the remarkable popularity of Canada's National Farm and Rural Home Newspaper. It is supreme in every province and in practically every county.

¶ Write for specimen copy, advertising rate card and detailed analysis of circulation. Address:

ADVERTISING MANAGER

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

Montreal, Canada

ever experienced or well informed, are continually on their feet. We want to hear from them, of course, but they do not hold a monopoly of every advertising idea.

The greatest good to all concerned cannot fail to accrue from the freest possible discussion and interchange of thought between all concerned.

We are glad to report that the different Canadian Education Committees are planning to work along these lines, and a fuller development of information and interest must surely follow.

PAYING THE COST OF WHITE PAPER

IN few parts of the world has the expansion of the daily press been so constant and rapid as in Western Canada. In this part of the Dominion, especially, the one cent price of the daily paper did not begin to be met by the circulation revenue, and in Winnipeg and other cities the publishers have tired of producing an article below cost and of trying to make it pay. It is claimed by these westerners that it costs $10.00 per ton more to lay down print paper in Winnipeg than in St. Paul or Minneapolis, although the pulp resources of Canada and its many mills would seem to put Canadians in a more favorable position as to price than Americans, but the long freight haul and other conditions place them at a disadvantage.

So that, to more nearly make the circulation approximate the cost of production, leaving the profit on advertising to represent the working profit, a number of papers in Vancouver, Regina and Winnipeg have boldly boosted their cost per paper to two cents a copy or ten cents per week.

In a circular letter to hand, the publishers point out that in making the raise in price, they have not been influenced by a desire to make a profit from circulation, but point out that the increase, slight as it is, and inadequate as it will still prove to meet the twin charges of white paper and delivery, yet affords a grateful amelioration of the present conditions.

Which, in short, simply means that for self-protection and to prevent the necessity of ceasing publication, the raise made had become imperative.

The Western papers on a circulation basis do not get abnormal advertising rates when compared with the Eastern journals, and the strain placed upon their advertising departments to show a profit in their own section and at the same time cover the loss at the circulation end has been a heavy and unfair one.

The papers in question, we believe, are entirely justified in their action, and it will be very interesting to note how the circulation figures are effected by the increased rate.

The Maclean List

The President's Office - - - August, 1914

"THE MACLEAN ORGANIZATION"

THIS is the title of a brochure which we have just issued to interpret our list of 14 publications and our service to advertisers.

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

THE CONTENTS INCLUDE

Interesting and unusual Map of Canada.

Illuminating facts and figures about Canada to-day.

The President's statement about the Maclean Organization—its rise, development and features.

Statement of the Maclean Service to Advertisers.

Enunciation of the Maclean Creed.

Declaration of the Business Principles of the Business Press of America.

Cover Illustrations of the various Maclean Publications, together with full particulars relating to each—trades or interests served, circulation figures, rates, statements by editors and advertising managers.

Lists of notable advertisers using each publication, under the caption, "The Proof of the Pudding."

SEND for a copy of this brochure, whether or not you are an advertiser. Both you and we have something to gain from a better understanding on your part of the service we are rendering by our group of 14 publications.

SEND NOW—BEFORE THE EDITION IS EXHAUSTED

The Maclean Publishing Co., Limited

143-149 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

TIMELINESS IN ADVERTISING

MORE and more copywriters are coming to appreciate the value of timeliness in their advertising. Not only are the seasons of the year—so varied in a country like Canada—made use of for timely appeals, but even politics, the sport of the moment, to say nothing of great national disasters such as shipwrecks, train disasters, coal mine explosions, fires and cyclones, are all woven into present day publicity in a way that cannot fail to attract attention, when the events are uppermost in the public mind.

It is in connection with insurance advertising of various kinds that such calamities as have recently engrossed the attention have been chiefly turned to account.

And the question arises as to the permissibility or even advantage of such advertising.

Is it the time, for example, to hammer home the unquestioned advantages of life insurance advertising just when so large a section of the community is mourning the loss of loved ones?

This happened just subsequent to the "Empress" disaster, and was, to say the least of it, not in the best of taste.

Would it not have been more considerate—in better taste—to have allowed a period of time to elapse before exploiting human sorrows in this way. It seems to us that such publicity would have been just as forceful after the healing hand of time had had a chance to do its beneficent work.

In Great Britain several leading advertisers have gone a step further than we, and keep large space ads ready set, with standing instructions to insert on first opportunity subsequent to a big fire, train wreck or the like.

Timeliness in advertising is good, but the feelings of the people should be respected.

THE FAILURE OF THE FORD PLAN

WHEN the Ford Plan was announced, the business world was amazed at the boldness of the stroke. To make five dollars a day the minimum wage to every employee was apart from any economic considerations a bold enough departure, and there were many outspoken comments on the wisdom of the plan.

The chief objection seemed to be that the action of the Ford plan would crowd workers of all descriptions in those cities where Ford plants were located, with a surplus of labor as the inevitable result.

The Guelph Mercury and Advertiser

70 Years of Publication

No Waste Circulation

The Mercury is a Newspaper—Not an Organ.

Published in the hub of Western Ontario's Agricultural and Manufacturing District

¶ **A Newspaper that caters to its subscribers in a way that gives its advertisers maximum results at minimum cost.**

All advertisers—buyers of large or small space—when making up their lists for future advertising use the Mercury as a leader in Western Ontario.

Advertising rates quoted direct, or from any Advertising Agency.

Sworn daily circulation statement, books and files open for advertisers inspection.

J. I McIntosh
Prop. and Pub.
Guelph - Canada

OH REMEMBER!

Mr. Printer, Mr. Advertising Man and all ye who buy Electros and Stereos for your Catalogs or Newspaper Publicity that

"SAFETY FIRST"

is the great essential in having your Electros and Stereos made where you are sure of clean, deep Electros and Stereos, and no delays caused by inferior quality.

WILSON-HUNT COMPANY

ELECTROTYPERS :: STEREOTYPERS

64 Temperance Street, Toronto

Multigraph Plates a Specialty Fashion Plates

Something of the kind has occurred and the announcement that two hundred men per day were to be laid off on "leave of absence without pay" until a total of six thousand was reached, came as but a slight surprise to those better informed.

And yet the statement is made in the dailies of last week that Ford dealers from every section of the country report a heavy increase for nine months in 1914 in the number of cars sold, over the total sales for the previous twelve months.

Would it not have been better policy had Mr. Ford arranged for his employees a moderate minimum wage, and to have called on them to share alike in his profits and losses.

But this latter plan would not have been as good an advertising proposition as the five dollar a day figure; and it is difficult to dissociate fruitful publicity in the Ford plan from a seemingly bountiful philanthropy.

LIQUOR ADS IN "DRY" DISTRICTS

A CASE of considerable interest, which might easily at any time be duplicated in Canada, occurred recently in Arkansas. One of the counties, in which the first daily of this district circulates, is a prohibition county, and apparently the law regulating liquor advertisements is a very stringent one, and prohibits the soliciting of liquor business in any dry territory. It was held that the appearance of advertisements for liquor in the paper constituted soliciting, notwithstanding the fact that a phrase was included in every advertisement to the effect that no orders would be solicited or shipments made in violation of the law.

We do not have to go very far afield to find plenty of instances of daily papers in Canada carrying numerous liquor advertisements, and circulating in dry districts.

All advertising that is worthy of the name is soliciting of the most profitable kind, and if it is the wish of any section of the country to prohibit the use of liquor in that section, it seems as if the circulating of such advertisements as these is distinctly against the wishes of the people.

Here is a state of affairs surely, where prohibition is only half effective. On the one hand you prohibit a man by law to use liquor, and on the other hand, with all the specious arguments, catchy illustrations and backed by the pulling power of the daily press, you ask the public to buy it.

We hold no brief for prohibition or otherwise, but existing conditions are unreasonable, to say the least of it.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

The average spending power of the readers of

The Gazette
MONTREAL

is greater than that of any other Canadian newspaper.

Hence it is that those advertisers who are the keenest judges select THE GAZETTE as the medium when marketing a "quality" product in Montreal—it reaches the people who can afford to buy.

Advertisement rates on application.

THE GAZETTE PRINTING CO.
Limited
MONTREAL, Canada

TRAINING THE ADVERTISING SALESMAN

By J. J. Gallagher, Managing Director, Acton Publishing Co. Ltd.

IT requires five years' study and twenty-four months hospital training to produce a doctor who it is considered safe to let loose in a community. I know of a humble blacksmith who, became an "advertising expert" by the simple and expeditious process of having his name inscribed on the pay list of a publisher. He was turned loose upon a lot of decent manufacturers—within a week of the time he had convinced the publisher that he could hold down an advertising position. He put in a bad seven days in an attempt to convince himself that he could make good in the job he had landed.

Advertising is not the complex science medicine or surgery has proved to be, but it is a more serious proposition than many of us consider it. The case I have cited is an extreme one, but not a week passes that does not bring to our notice a striking illustration of the incompetence of some salesman in the advertising field.

A candidate for the medical profession would handle his work as poorly as the amateur salesman, did he have as little experience. Lack of training is the stumbling block of many solicitors who wish very much to become successful, but who do not possess the natural attributes that enable them to make their own way without training.

I do not believe successful advertising solicitors are born good advertising salesmen. On the other hand, I do not consider it logical that a blacksmith should become a successful magazine man.

Advertising salesmen come from

MADE IN CANADA
Take a Kodak with you
No matter where or how you go, Kodaking will be half the vacation fun.
Let Kodak pictures keep an accurate record of the good times, at the seashore—in the woods or with the home folks.
Catalogue at your dealer's, or write us
CANADIAN KODAK CO., LTD.
TORONTO, CAN.

Suggestive illustration and short convincing copy.

three classes—first, from other lines of business, with little or no knowledge of advertising; second, from schools or colleges with little or no experience in busines of any kind; third, from the editorial or circulation staffs of the publisher, with an understanding of the pub-

Mr. Automobile Advertiser

The discovery of oil near Calgary has brought millions of dollars to several and small fortunes to hundreds of Calgarians.

Hard times are a thing of the past, money is being made easily and is being spent fast.

Hundreds of new autos will be brought here in the next few months.

YOU will sell a large number if you get in the field now and advertise.

THE HERALD IS THE ONE BEST MEDIUM TO USE—only sworn circulation in Calgary. Write to-day for rates and full information about anything. Our Service Department is at your service.

The Herald Publishing Co., Limited
Calgary, Canada

EDGAR J. GUY, Eastern Representative
65 Canada Life Bldg. - Toronto

LAST SPIKE DRIVEN

The last spike has been driven connecting Edmonton with Prince Rupert. Wholesalers! Manufacturers! do you realize that this means a largely increased market for your goods, and that this market can be reached through the medium of the

EDMONTON JOURNAL

The movement into this new territory will continue through the summer months.

Have your copy prepared at once for your Summer Campaign.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

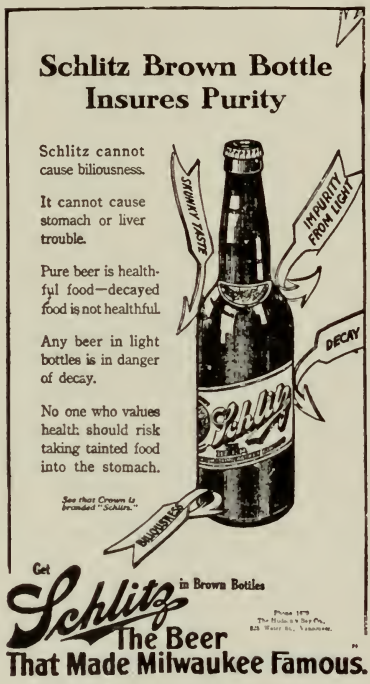
Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

lication and a hazy idea of advertising.

I have found men of the first-class as difficult to train as those fresh from college—more so in fact, and staff men easiest to develop. In the case of all these types I have found it necessary to start at the beginning, to drill in the fundamentals of advertising before becoming specific, before discussing the publication at all. Frequently men from other fields have proved very hard to handle through starting with the handicap of their own alleged knowledge of advertising, which nearly always has to be eliminated entirely so as to lay in the mind solid foundations of truth and common-sense, on which to rear a superstructure of sales knowledge. It is dangerous to permit a salesman to retain any false notions of advertising practice. Untrained solicitors are full of advertising ideas fundamentally wrong, and their conception of advertising being incorrect their methods will be in keeping, and ultimate success will be out of their reach.

The salesman who begins work with such enthusiasm for his own proposition that he cannot see any other medium or any other form of advertising will travel in a small circle. Advertising is bigger than any man's publication. To convince the prospect of his sincerity he must have breadth of view, and sane ideas on advertising in general. Consider the illogical attitude of the farm journal solicitor who in one breath assures a national advertiser that farm papers are his one best bet, and really his own medium is the only one worth thinking about in the agricultural field! Foolish statements like these are made every day.

An old dog finds it hard to learn new tricks and one who has in-


Schlitz Brown Bottle
Insures Purity
Schlitz cannot cause biliousness.
It cannot cause stomach or liver trouble.
Pure beer is healthful food—decayed food is not healthful.
Any beer in light bottles is in danger of decay.
No one who values health should risk taking tainted food into the stomach.
See that Crown is branded "Schlitz."
SKUNKY TASTE
IMPURITY FROM LIGHT
DECAY
POISONOUS
Get Schlitz in Brown Bottles
The Beer That Made Milwaukee Famous.

The "brown bottle" argument in a new guise

correct ideas of advertising finds it difficult to unlearn them.

College graduates sometimes know too much for one to attempt to tell them anything. One I recall had been a week in a minor editorial position when he left, over night, to fill the shoes of an advertising manager of a fairly strong publication. He came back in four days. This illustrates one

Acton's Trade Papers

are

Shoe & Leather Journal
Baker & Confectioner
Painter & Decorator
Furniture Journal
Ready-To-Wear
Men's Wear

They have the confidence of their readers and they are managed and edited by men who keep them up-to-date.

They are subscribed to by potential buyers who represent the worth while accounts in the fields covered.

Our Service department is helpful to manufacturers not fully acquainted with the Canadian field.

If it would interest you to have further information about our papers or the fields they cover communicate with our nearest office.

Acton Publishing Co., Limited

Toronto - - - - Montreal

5 Beekman Street., New York

716 Peoples Gas Building, Chicago

Jas. Acton, President J. J. Gallagher, Managing Director

of the difficulties in training salesmen—they are impatient, want to become advertising managers before they thoroughly know the rates.

I would put first in the mind of

Good argument but illustration somewhat wasteful of space

the embryo salesman a respect for and an understanding of advertising in its broadest extension, advertising for what it is, what it does and what it can do,—advertising considered entirely apart from the publication for which he will canvass. Respect for his profession will cause him to realize the strength of his position in the business world. The right type of an advertising canvasser should have no more trouble in securing an audience with the head of the firm than a banker. That this is a fact is being demonstrated by the right men every day. Educate him to a respect for his work which extends to those engaged in it, and he will not be a knocker.

Another broad basic principle I would inculcate is the spirit of truth—of which we hear much and will hear more. I speak not alone of truth as applied to advertisement writing, but also, and more particularly, of truthful statements in canvassing.

Dozens of firms begin to advertise every week. If new users of space are sold on the right basis they will develop into good accounts—they will profit themselves and help the publisher to more revenue. But if salesmen who open these accounts handle the truth carelessly, if they are looking for orders, not business, they may sour the beginners on all advertising. Why should an advertiser be told he will get direct results when the canvasser knows

Excellent general publicity

—or should know—he will not? Why quote a circulation of 5,000 or of 100 more than exists? Many solicitors who tell twenty untruths a day would go hungry rather than lie their way to the table.

If a publisher insists that the

What one of Canada's largest Hardware Firms Has to say of "The News" as an Advertising Medium.

The "News," Toronto

Gentlemen:-

We have been advertising in The "News" for twenty-five years, and are very much pleased with the practical results.

The Artistic setting up of your advertisements adds greatly not only to the appearance of your paper but arrests the attention of the casual reader.

We know that the phenomenal growth of our business in recent years has been in some measure due to newspaper advertising, and we look upon The "News" as one of the very best mediums.

Very truly yours,

AIKENHEAD HARDWARE LIMITED

Per W. J. LYTLE.

Don't Omit "The News," Toronto, from your Fall List.

truth be told in all canvassing he will do much toward starting a salesman on a successful career. But he must go farther than merely to say, "tell the truth!" He must make it easy for the salesman to be truthful in his statements. He must point out how easy it is to be untruthful. He must furnish correct circulation figures, and very carefully explain how a canvasser should avoid even innocently misleading a prospect.

If the salesman is shown just what his proposition is: what is its aim, and its editorial policy: where the publication circulates: whom it reaches: whom it will appeal to for advertising purposes, and whom it will not benefit—then he is likely to make a straightforward business like truthful canvass.

I referred to the salesman who is looking for business, not orders. Few salesmen are told the difference between the two. Orders are signed contracts. Business is advertising, which is published and which will be paid for. Any good talker can get orders. It requires a salesman to secure and hold business. Post the beginner. Tell him why it is wiser to refuse a contract than to take it, under certain circumstances. Talk to him about that man who offers business "not because I think it will do me any good—but I ought to support your journal."

It is obvious that a man who has never sold should be informed on what might be termed the mechanical part of his work—finding and classifying prospects, approaching a possible client, handling the interview and closing the sale or following up the call. I do not advocate the application of set rules of salesmanship. Good pointers would be gleaned from various systems, but if applied as directed they are apt to be too stilted. Then, again, the salesman may be chagrined to learn that his prospect has studied the same course. Each prospect must be sized up on his own merits and handled accordingly. The man

I Offer You a Partnership

ROBINSON BATH TUB

C. A. BUKAMP, General Manager

The Robinson Cabinet Mfg. Co., Ltd
185 Sandwich St., Walkerville, Ont.

An "agents wanted" proposition, also appealing to the consumer

who sells learns how true this is. Tell him and he will learn it sooner.

I am not a believer in the policy of loading a canvasser with all the stock objections to advertising, and the arguments in rebuttal thereof. He soon learns the objections, and if he has any selling ability he will handle his work right. I do believe you should keep close to your salesmen and their work. Then they will tell you of their troubles, daily, and stock objections as well as the more difficult selling problems can be handled as may be necessary.

IN TIME OF WAR PREPARE FOR PEACE

Canadian Newspapers never had such big circulations as they have right at the present time.

Advertisers never had such golden opportunities to do effective advertising as they have now.

The Canadians who go to the defence of the Empire can be relied upon to do their duty. Canadians who stay at home must do their part.

This will not be done by becoming hysterical, closing down factories, cutting off advertising appropriations and reducing expenses beyond all reason.

The nearer normal business at home is kept the better for Canada and the Empire.

With European competition eliminated there must necessarily be increased trade for Canadian and American manufacturers.

The wise advertiser who is not subject to attacks of cold feet, but who makes the best of things even under strange conditions, will be sure to benefit, and that as never before.

Then, too, it must be remembered that the business that suffers in war time will necessarily not be in good condition when the war is over, so that in time of war it is well to prepare for peace.

The normal circulation of the Daily and Sunday World exceeds 145,000.

The War circulation of the Daily and Sunday World exceeds 230,000.

NOW IS THE TIME TO ADVERTISE

For rates, etc., write

THE TORONTO WORLD

TORONTO

ADVERTISING ADVERTISING

By Wm. Findlay, Advertising Manager, The Free Press, Ottawa

WE publishers advertise our advertising, not for the good of the advertiser, but for the good of ourselves. The advertiser does not ask for charity. He need not be the object of philanthropic attention on our part. He comes to the counter and pays his money, and he usually asks no favors or treatment for which he does not give an equivalent in cash.

When we advertise our advertising it is not done primarily for the good of the advertiser. We make use of the advertiser in the process and he may get some incidental benefit, but the effort is made on behalf of ourselves. We are manufacturers of white space, of more or less value, and we advertise our product with just the same object as any other advertiser. We may as well be frank about it.

At the same time there can be no disguising of the fact that the advertiser does reap a benefit from his position as the object lesson in our educational campaigns, for I think you will agree that one of the earliest essentials in promoting the use of advertising space is to promote the reading of the advertising.

If you go to the ultimate consumer and secure his interest and custom, every stage of marketing loosens up.

If you get one thousand men in any community to acquire the safety razor habit, or a hundred to feel the need of an automobile, the makers feel a new demand forthwith.

So it is with advertising. If we can get one thousand people who carelessly pass over the advertising columns, to read and buy from the advertisements, the advertiser

Make it Yours
Coca-Cola
Multitudes drink it—some for plain thirst—some for refreshment—all for deliciousness. So will you.
THE COCA-COLA COMPANY
Atlanta, Ga.

A novel way af emphasizing wide distribution

reaps the benefit at once, and the publisher who prints the advertising immediately feels an increased call for space from the advertiser.

The safety razor and automobile makers first have to secure a demand from the customer. They have to educate the public to the advantage of their products. That

EXCEEDING

6,000

IS NOW THE CIRCULATION OF

THE EVENING RECORD
WINDSOR

—and it is still going up.

THE EVENING JOURNAL
ST. CATHARINES ONTARIO
Daily and Weekly
(Estab. 1859) (1826)

St. Catharines' oldest newspaper. Sworn average circulation of the Evening Journal for year ending Dec. 31st, 1913, was

3,540

To advertisers wishing to cover St. Catharines and the Niagara Peninsula, one of the richest districts in Canada, the Journal is the first medium. Modern equipment. Best news services. Circulation statement and rate card on application.

J. M. ELSON, Publisher

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!
It will pay you well!

Economic Advertising

The Canadian "Printer's Ink"

Mail Building - - Toronto

is just what the publisher has to do. He must educate his readers to the use of advertsiing. He must show them the advantage of reading and buying from the advertisements.

But the benefits of promoting the reading of advertising are more than two-fold. It is admitted that they accrue to the advertiser and to the publisher. The third party concerned is the reader. The promotion of advertisement reading is an education to the reader, a course in practical, valuable and easily-gained knowledge, which brings returns to its possessor regardless of his or her age, social position or financial standing.

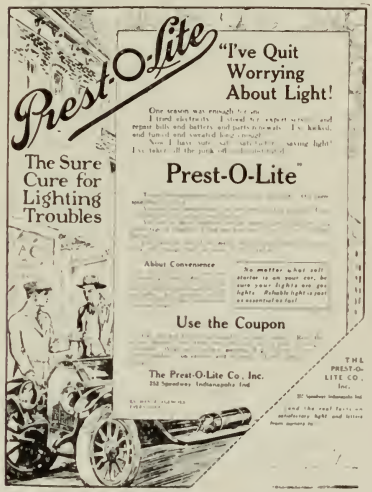
But the first and best way to advertise advertising is to let advertising advertise itself.

Give all advertising a character and decent surroundings and the people will trust it. Shackle the good advertising, the clean advertising, the honest advertising, with the make-shift advertising, the unclean, the deceptive and the fraudulent, and the reader quickly loses faith in the whole thing. It is up to the publisher to discern the character of the advertising he prints. It should not be left to the reader, and the sifting-out process should be made in the business office before the money gets into the cash drawer.

There isn't a newspaper publisher who doesn't look with regret upon the amount of slovenly advertising in his columns—advertising planned and written in haste, advertising without a purpose, one time advertising that should be running continuously, advertising that is rushed into the newspaper composing room too late for satisfactory display.

The appearance of such advertising does the merchant very little good and it imposes upon all advertising the weight of its unattractiveness and the lack of its result-bringing qualities.

So I would plead with the advertiser, "Help your own adver-



The "conversational" ad with appropriate illustration and good display

tising, help the cause of advertising generally, by planning carefully, by writing truthfully, and intelligently, and by displaying attractively."

It can be fairly said, I think, that the newspapers of Canada are not behind those of other countries in the use of their own columns to advertise their advertising. For many years individual campaigns have been continuously

The Norris-Patterson Way

Mr. Advertiser! What of 1915? There is no marking time in business—you must either **develop** or **lose ground.**

The Norris-Patterson idea of service is far more than the placing of your advertising.

We investigate conditions, check up your distribution facilities, study your markets and make that **intimate analysis** so vital to the solution of your advertising and sales problems.

Let us get together. We will make a **frank statement** of the possibilities of your business from an advertising standpoint.

NORRIS-PATTERSON SERVICE has wonderfully increased the business of many large Canadian firms. Why not **yours?**

Write us. It will put you under no obligation.

NORRIS-PATTERSON Limited

Advertising Agency

Mail Building - - Toronto

and persistently carried on by papers in every city. It is the experience of every publisher who has stuck to it with the persistence he expects of his own advertisers, that such campaigns do pay. They pay best when attention and care are given to the preparation, variety and typographical qualities of the advertisements.

Directly to the interest created by three campaigns organized by the Canadian Press Association and to the information they conveyed, several new national advertising accounts can be traced. An increased belief in newspaper advertising has been stimulated among general advertisers which has yielded tremendous returns to the newspapers of Canada during the last year and a half. But most valuable and most important of all, from the standpoint of the advertiser and of the publisher too, these campaigns, backed up by individual campaigns of many newspapers, have aroused an interest on the part of newspaper readers in newspaper advertisements which is telling to-day both in the local and foreign field and will tell more in the future of advertising in Canada. Always the most comprehensive, always the most productive, always the one and the only method of securing a general campaign in this country, the newspaper field in Canada

A little far-fetched but strong argument

has been summer fallowed by its owners. It has been fertilized richly by the publishers. It has been brought to a high state of intensive cultivation. And the process is going on now, and will go on—and all the time the field is yielding splendid crops of results to those who understand it and use it with intelligence and skill.

"Character is the substance of which reputation is but the shadow," said some bright mind. "Let a man once lose that shadow, however, and he shall find the substance but cold comfort in this bleak world.

"The character of your goods is in your keeping; their reputation is in the hands of your advertising."

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

"Get a Hydro Fan." I very much doubt if by any stretch of imagination this can be regarded as a good caption. Wouldn't it

H-E
Get a Hydro Fan
It makes all the difference between breathless heat and breezy comfort in the home
Why let the stifling summer heat rob you of the rest and sleep you need for next day's work? Get a Hydro Fan.
Why let the babies suffer, the children become white and thin, when a Hydro Fan now costs so little and means so much in the home? A prominent health department official has said:
"Give me an Electric Fan and clean milk for each baby, and I will cut the infant death rate in half."
Honestly now—aren't you glad to stand in a Fan's breeze any time you get the opportunity? Don't you realize how good it is to feel the cool, refreshing air current? Why not have it all the time in your home? The cost is negligible compared to the benefits of a Hydro Fan.
The Hydro Shop wants to specially interest you this week in a big choice of all types of Fans.
Priced $11 Up
Come in and see them. Come in this week.
Toronto Hydro Shop
226 Yonge. Phone Adel. 2120

be better to create the desire first of all for sweet, fresh air, in sultry summer weather, and then to tell of the qualities of the fan that makes this comfort possible? But if the caption is a little unfortunate the subsequent matter is real good argument, and with the moderate price strongly displayed, this ad should have proved a good puller.

* * *

There is something about the Blau-gas ad reproduced, which catches the eye right away. Possibly it is the somewhat exceptional use of the double arrow or the good caption and distinctive lettering of the name of the product, but the fact remains, anyway, that this ad is a good eye-catcher. The points of advantage in using this Blau-gas light—its

Better Light for Country Homes
Blau-gas
'BLAUGAS' solves the problem. It is a safe, liquified gas, easily portable in steel bottles. Installation is inexpensive and results for lighting, water-heating and cooking are unsurpassed.
Don't imagine it is an expensive luxury—the opposite—it is the cheapest isolated system known, far cheaper than electricity to maintain and install. Blaugas brings every comfort of city gas to the country home.
It takes about five minutes to attach a full bottle and there is no more trouble or worry about your light and heat.
Blaugas is non-asphyxiating—it is safe.
If you are building or altering your country house, or looking for the best way to light it, Blaugas is exactly what you want—you will be delighted with its cheapness and efficiency.
Investigate Blaugas
Write us to-day about your lighting needs or difficulties—tell us how many burners you want to use, also if you would like to cook with gas—we will inform you how you can procure Blaugas.
The Canadian Blaugas Co., Limited
E. T. Bank Building
MONTREAL
The Master Light

cheapness, safety and other good features are well brought out, and a strong claim is made for the investigation of this lighting proposition.

* * *

The ad of the Chicago & Northwestern Line cannot be described as very beautiful, but as only an attempt has been made to feature one point of their service, viz.: the safety electrical devices, it doubtless answers its purpose by showing a railroad track and signals. I think that a little further information about the way in which these safety devices work, might have been included. It is instal-

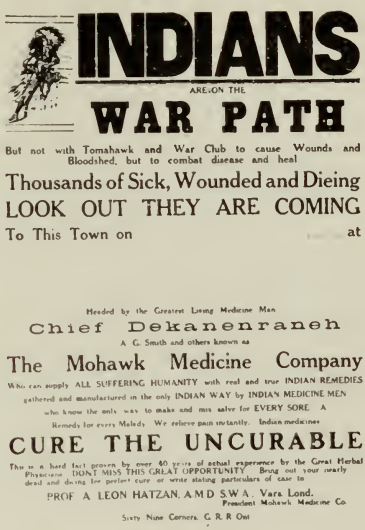
lations such as these that have a curious interest for the public, and the caption, "The Story of Your

The Story of Your Safety
Is Flashed from Rail to Rail
A moment's thought and you will appreciate the importance of your protection by
Electric Automatic
Safety Signals
All the Way to Chicago.
Exclusively Featured in Service of the
Chicago and North Western Line
From Minneapolis and St. Paul
Three Morning Trains to Chicago
Three Evening Trains to Chicago
From Duluth
Afternoon and Evening Train to Chicago
For travel information and sleeping car reservations call upon or address
W. B. KNISKERN, Gen. Pass. Agt.
JOHN R. PHILLIPS, Pass. Agt., Sioux
L. L. LAWLER, Traveling Agt., Winnipeg
E. R. CUNNINGHAM, Trav. Agt., Saskatoon
CHICAGO NORTH WESTERN LINE

Safety is Flashed from Rail to Rail," does not seem to tell you very much.

* * *

"Indians on the War Path." Not for a long time have we come across anything quite so rich as this circular, which was forwarded to us by a subscriber. For extravagant language and the use of superlatives, this gem takes a whole lot of beating. "Thousands of sick, wounded and '*dieing.*'" "A salve for every sore, a remedy for every malady." "Bring out your nearly dead for perfect cure." "Cure the uncurable." Isn't that a fine selection of claims for even a company headed by a man of the name of Dekanenraneh to


INDIANS
ARE ON THE
WAR PATH
But not with Tomahawk and War Club to cause Wounds and Bloodshed, but to combat disease and heal
Thousands of Sick, Wounded and Dieing
LOOK OUT THEY ARE COMING
To This Town on at
Headed by the Greatest Living Medicine Man
Chief Dekanenraneh
A. C. Smith and others known as
The Mohawk Medicine Company
Who can supply ALL SUFFERING HUMANITY with real and true INDIAN REMEDIES gathered and manufactured on the only INDIAN WAY by INDIAN MEDICINE MEN who know the only way to make and mix salve for EVERY SORE. A Remedy for every Malady. We relieve pain instantly. Indian medicines
CURE THE UNCURABLE
This is a hard fact proven by over 40 years of actual experience by the Great Herbal Physicians. DONT MISS THIS GREAT OPPORTUNITY. Bring out your nearly dead and dieing for perfect cure or write stating particulars of case to
PROF. A. LEON HATZAN, A.M.D. S.W.A. Vara Lond.
President Mohawk Medicine Co.
Sixty Nine Corners, C. R. R. Ont.

make? And you can be pretty sure of surmising that there are still enough foolish people in the world to keep quacks such as these in comfort.

* * *

The McKeen ad reproduced is an instance of where the adver-

"When it comes to advertising, he will win who can buy best. The best medium for the advertiser is one which has served his fellow advertisers best. And the surest indication of service is a magazine's record of gains."

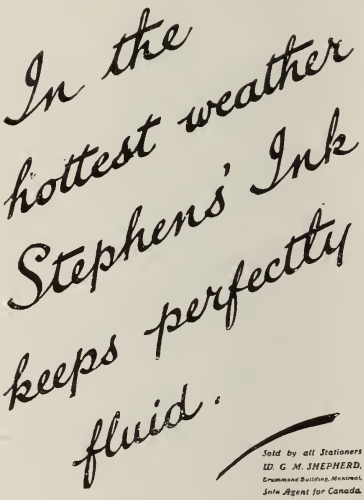
tiser has reverted to a very old-time device in his effort to attract attention. As it will be noticed

C. E. McKeen's
Shoe Stores Co. Ltd.
607 Hastings St. West, Near Granville
The Final Selling-Out Sale
Starts Saturday and is Some Starter
Some Starter—by a House of Repute
"ROUND UP" SALE
Selling Out Sale of Reliable Shoes

the ad, with the exception of a couple of small paragraphs at the foot, is set at an angle. The illustration is foolish in the extreme, and altogether there seems to be a strained effect about the ad which is anything but convincing.

* * *

For bold use of fairly large space commend me to the Stephens' Ink ad reproduced, which has been appearing recently in the leading dailies. Although as a rule I do not favor the placing of type matter on the angle, or in any other than the usual way, yet in this case with the very bold hand lettering it is fully justifiable. "In the hottest weather Stephens'


In the hottest weather Stephens' Ink keeps perfectly fluid.
Sold by all Stationers
W. G. M. SHEPHERD,
Drummond Building, Montreal,
Sole Agent for Canada.

Ink keeps perfectly fluid." Just that and no more. No word about colors or lasting qualities, just the one point brought out. This is certainly bold use of white space.

POOR AND BAD ADVERTISING

By Henry Dalby

WHILE all poor advertising is in a sense bad advertising, the disinction I would make between the two classes is that while the poor advertising is bad from the advertisers' point of view in that its business results are inadequate, the bad advertising may be bad for the public. It may verge on criminality by its exaggeration; it may be actually criminal by its

false representation; it may facilitate a gross fraud upon the purchaser; it may endanger human life by tempting the sick into relying upon compounds of worthless ingredients absolutely destitute of efficiency, or it may endanger human life by promoting the use of drugs which are altogether too efficient; it may outrage good taste; or it may encourage vicious practices.

Poor advertising might be roughly described as the negative of all that constitutes good advertising. Intermittent, unsystematic, published in unsuitable media, badly written, uninteresting, lacking in the most essential information, i.e., the information most wanted by the reader, such as prices, etc., exaggeration and misrepresentation are crimes not only against the purchaser but against the advertiser. They are crimes which carry their own punishment, because the first purchase is apt to be the last by people who find themselves the victims of fraudulent misrepresentation. Even mistakes have to be paid for. I understand that only about ten per cent. of the new businesses launched, achieve enough success to avoid bankruptcy. This is due to many causes, but the chief cause is the lack of advertising ability. Fifty years ago a man could have his name painted on his shop front, lay in a small stock of goods, pull down his shutters and be ready to wait a few months or a few years for enough customers to establish a business. His sales were not numerous or large but the margin of profit was fairly wide and there was little competition to be met in the limited area selected by him for his business venture. His publicity department was represented by his reputation in his own circle of acquaintanceship. His customers were his friends and his friends' friends. That way lies bankruptcy to-day. The tradesman has to meet competition from far away and to fight it, he must enlarge his own business area far beyond the circle of personal acquaintanceship. In some way he must get publicity. A good business man can tell by experience and systematic checking almost exactly what results to expect from a certain line of publicity.

In this connection the choice of the right media for advertising is of the utmost importance. Here fashion, custom, habit, call it what you will, exercises a potent influence. It is difficult to get a reader who has become accustomed to look to a certain newspaper for business information either in the news columns or in the advertising columns to switch off to another paper. The advertisers with or without recognising this influence, place their advertisements in the paper in which they find the most successful advertising; and the men who are shrewd enough to make good advertisers, are shrewd enough to place their advertisements where they will do the most good. They know enough to discount the fairy tales of the advertising canvassers, who talk vaguely of the circulation of the papers they represent, but never err on the side of understating it. Of course there are mer-

chants who would not dream of getting money from the bank without counting it, who nevertheless allow themselves to be cheated in the count of newspaper copies for the circulation of which they are paying good money.

It is the easiest thing in the world to prove how many copies of a newspaper are printed and circulated. By "circulated" I do not mean given a ride in a cart or railway train and then given a ride home again, to the publishers' office, en route to the paper mill. But bought and paid for and delivered to bona fide subscribers and readers. There is only one intelligible reason for refusing this information and that is the fact that the circulatoin is less than the canvassers pretend, or that it is so small as to be utterly insignificant from an advertiser's point of view.

I think the time will come when the government will take the same kind of interest in fraudulent misrepresentation in newspaper circulation, that it does to-day in food or medicine adulteration and other forms of misrepresentation. The subject is of sufficient importance to justify stringent legislation. Publicity is to-day one of the chief essentials of business efficiency. It is a branch of business upon which a great deal of money is spent and it is in the best interests of the community that this kind of business investment shall receive adequate protection.

Meanwhile, advertisements can at least protect themselves by insisting upon definite figures and satisfactory proof of truth and good faith.—*Montreal Daily Star.*

WHAT CONSTITUTES PROFITABLE ADVERTISING

ONE of America's leading advertisers was once asked what he considered profitable advertising and he relpied, "Hammering, that hits the nail on the head and in such a way as to make it clinch permanently on the other side." His meaning is very clear when you consider it carefully. He simply intimated that profitable advertising consisted in going after the business continually with advertisements that were read and considered by the people to such an extent as to produce orders from which a permanent business would result. It is good sensible logic and worthy of the efforts of every business person and advertiser. The advertisement must be well written and well displayed or it will not produce results in the best medium on the face of the earth. See to this point first of all and let no carelessly prepared matter leave your office. If your advertisements are not read there is very little hope of their producing satisfactory results. It is up to you as a progressive business man to get them read. If one method does not work, try another. Keep everlastingly at it until results begin to

come in a way that is entirely satisfactory. But there arises another question. What are satisfactory results? If an advertisement costs $10 should the direct orders amount to $10 and a little over? Certainly not. Here's the point. The primary purpose of an advertisement should be to get a possible customer interested in your business so that he or she will become a regular customer. Do not place an advertisement of a ten cent article at a cost of $10 and expect to get orders direct for 500 of those articles so that you will make your whole profit right there. No indeed! Sell the ten cent article to 50 or 60 people and then interest them in your other goods so that you may get from them at least $50 worth of business from each, every year. That is satisfactory results, because 500 such customers mean $25,000 worth of business every year.

That which tends to bring about the success of any business is a general and substantial increase in custom. The general retailer must take particular care of his customers and have his clerks do the same if he intends to have a successful business. If a new party moves into town worthy of catering to, the merchant in that town who succeeds in gaining his trade considers himself favored. This is where advertising comes in, and pays best; for retailers—especially those who are continually claiming that advertising doesn't pay—should know and understand that the value of advertising cannot be determined by direct results alone. This thing should be considered in this light—if a retailer spends $10.00 in advertising by means of which he fails to get any direct results, but succeeds in getting one regular customer who will spend $400.00 a year with him, it will be a very good and paying investment for him. Of course regular customers cannot always be traced to the advertising direct, and the advertiser, owing to this fact, is very apt to lose patience with results unless such results are easily traced.

This gives rise to the matter of enclosures. Advertisements when they are good, well written and well placed, produce inquiries, and from these inquiries the personal letters and enclosures must produce the orders. This department of your business, then, will be another that will need the most careful attention. Enclosures should be the very best you can afford. Use good paper, clear illustrations and good workmanship, having all printed matter done well and in as large lots as you think it will be possible for you to use within a year, the larger the quantity the less the cost per 1,000 for the printing. Having these enclosures fit your envelopes, too, wherever possible.

To ascertain whether the advertising you are doing is proving profitable or not it will be necessary for you to keep a careful record of replies, the orders resulting from other sources, and the direct orders resulting from your advertisements. Then compare results from all other sources you have not advertised with results

from advertising. This will show conclusively where the profit has been derived from.

This record, too, should show which mediums have brought the most replies and the most money. Then, after a full and fair trial those mediums which have proven unworthy should be weeded out and new ones given a trial, but first of all give every one a fair trial with good copy.

Be careful, then, to have your advertisement as clear, concise, short and convincing as it is possible for you to make it. After it is first written, run through it, re-write it and run over it again, then maybe it will pay to re-write it again and after repeating these efforts five or six times—if you are still dissatisfied you had better send it to an expert. Above every thing else, don't send an advertisement out until you are well satisfied with it yourself. Don't be a pig and eat more of your own space than is good for your digestion and your pocket-book.—*Modern Methods.*

WHAT'S DOING AT THE AD CLUBS

AD Club activities throughout Canada are practically non-existent during the summer months, if only for the reason that so many of the members are on vacation bent, and it is quite impossible to get representative gatherings together.

* * *

MONTREAL

There has been a very decided opinion among the members of the two advertising clubs in Montreal, The Advertising Club and the Publicity Association, that one strong and aggressive organization would be much more effectual than two weaker bodies. A committee from the two clubs, as we understand, was gotten together, and a meeting to discuss the question was recently held. The question of fees and the club premises, and the division of the club's work into a number of subdivisions, such as general advertising, retail sales managers, etc., is proposed.

Before going to press we hope to report that the consolidation has been effected, as everything points to such an amlagamation being for the greatest good for all concerned.

* * *

TORONTO

At the weekly luncheon on July 7th, the proposition was brought forward by the executive that the constitution of the club should be suspended in the meanwhile, and that the annual general meeting should be held on the following Monday, the idea being that this procedure would give the new executive ample time to map out a thoroughly effective campaign for 1914-15 before the commencement of the new season in September.

This proposition met with the entire approval of a good attendance of members, and a committee of fifteen, with J. A. McClelland as chairman, was appointed to receive suggestions for improve-

ments in the working of the Club and to get these into shape to lay before the annual meeting.

On July 13th, a very large muster of members got together to discuss these suggestions and to elect officers for the forthcoming year. The financial statement was presented by Treasurer Blackhall and showed the club's finances to be in a very healthy state.

It was decided to prosecute the club's vigilance work with all possible vigor and closer relations with the Canadian Press Association and the Crown Attorney were advocated. The opinion was expressed by many of the members that the past efforts of the Educational Committee had been too scattered, and it was conceded that greater good would accrue to all by the introduction of methods of handling the educational work much along the lines of the convention department sessions. By this means the members interested in any one particular branch of advertising would be brought right in touch with the subject closest to their interests.

Considerable discussion arose over a proposal to remove the club rooms to a more convenient site, and to amalgamate in some way with the local Board of Trade, but nothing definite in this respect was decided. An effort was made to allow young advertising men to have the benefit of the educational work of the club on payment of a small fee, but without allowing them full privileges. Several members took part in the discussion which followed, but nothing definite was arrived at.

A further discussion took place on a proposed change in the name of the local club, which was considered to be not sufficiently dignified. Although several suggestions were made, this too was laid aside for a future consideration.

At the nomination for executive officers for the ensuing year, which followed, a number of those proposed and seconded could not see their way to accept further office, and the final election resulted as follows:—President, C. E. Potter; vice-presidents, 1st, A. R. Kent; 2nd, D. O. McKinnon; 3rd, R. S. Coryell; secretary-treasurer, F. G. McKay; educational chairman, A. J. Denne; publicity chairman, James Scroggie; entertainment chairman, Murray Ross; membership chairman, Thomas Wibby; house chairman, E. S. Dinnock; vigilance chairman, S. C. De Witte.

It is not quite certain yet whether Mr. Potter will be able to accept his election as president, as he has been out of town for some time and has not been able to be reached. It would be a very popular choice in every respect, as the feeling among the members is that for the office of president a representative buyer of advertising should be elected, and Mr. Potter holds a very prominent position as manager of the City Dairy Co. of Toronto, one of our largest local advertisers.

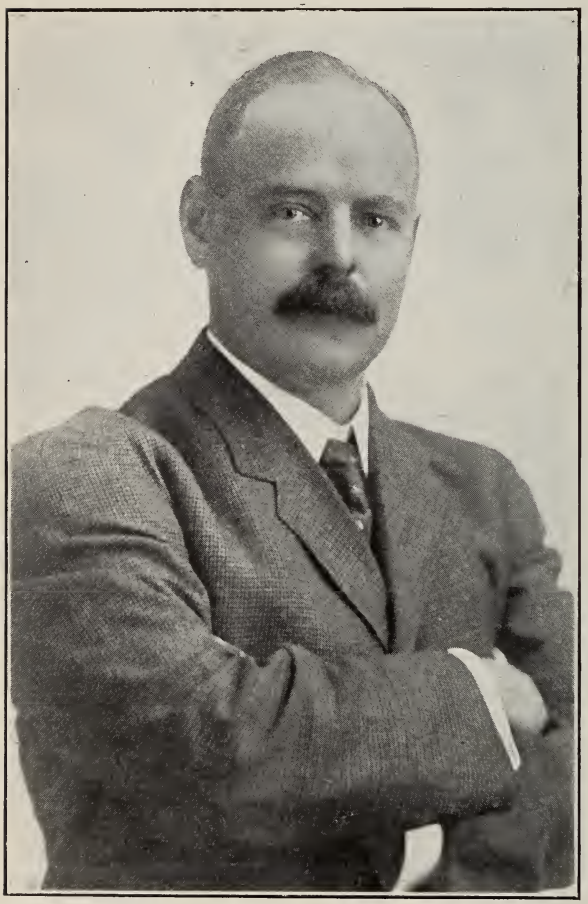
We hope to be able to give in our September issue our readers a fairly full report of the planned activities for the winter season.

We understand that Mr. Potter will accept the position as president.—*Editor.*

THE LATE CHAS. C. NORRIS

FOLLOWING an illness of more than three years' duration, Charles C. Norris, president of the Norris-Patterson Advertising Agency, Toronto, passed away at his residence, 106 Crescent Road, on July 22nd.

Up till a few weeks ago Mr. Norris had been able to make periodical visits to the office, although a couple of strokes of paralysis and hardening of the arteries had left him in a much weakened condition, but it was heart trouble at the end, which confined him to his bed, from which he did not again rise. The members of his family were at his bedside when he passed away.



THE LATE CHAS. C. NORRIS

Mr. Norris was very well known in advertising circles throughout Canada, having been in one capacity or another connected with the advertising business all his life.

Born in Keokuk, Iowa, fifty-five years ago, he came to Canada with his parents when an infant and lived with his family at North Toronto for many years. Mr. Norris was educated at the Model School and Jarvis Collegiate Institute. He married Miss Frona Copeland in 1882, and Mrs. Norris, a daughter,

two sons, a sister and four brothers survive him.

Shortly after leaving school Mr. Norris was connected with the advertising department of *Saturday Night*, and later occupied very successfully a position with the Toronto *Globe* for a number of years. He was also very well known to the advertising fraternity throughout the country during the eighteen years he occupied the position of advertising manager of the *Mail and Empire*. He resigned this position and went into the advertising field on his own account, to establish the Woods-Norris Advertising Agency. On the withdrawal of Mr. J. H. Woods the firm became The Norris Patterson Agency, Mr. J. P. Patterson having previously been associated with Mr. Norris on the *Mail and Empire*.

Mr. Norris was a prominent Mason, having been a member of York Lodge, of which he was past master for a number of years, and was also a member of a number of other fraternal bodies.

He was an enthusiastic bowler both at the pins and on the lawn, and was also a member of the Royal Canadian Yacht Club, Toronto Ad Club, the National Club, and Ontario Jockey Club.

He was an Anglican in religion and attended St. Paul's Church on Bloor Street. The funeral, which was very largely attended, took place from his late residence on Friday, July 24th, the services being conducted by Canon Cody. A very large and representative body of advertising men and friends attended to pay their last respects, and the floral offerings were exceptionally fine. The body was subsequently interred in Forest Lawn Mausoleum, the burial services being conducted by the Masonic Order.

PAINTED DISPLAYS AS A QUICK AUXILIARY

Using a Combination of Paint and Newspapers to Dominate a Contested Field—The Advantages of Paint as a Flexible Medium Under Perfect Control.—By Harry J. Gotthelf Of the Charles H. Fuller Company, Chicago

ELEVEN years ago, as the advertising manager for a large breakfast food company, I induced our company to try painted bulletins and walls to back up our introductory work in the leading cities of the Eastern and Middle Western States. I took personal charge of that campaign and traveled from city to city selecting practically every location for our displays. Every wall and bulletin space was chosen because of its special attention-value on trade and consumer. I watched results with the greatest care. Our advertising campaign was of the usual character: one thousand newspapers and one hundred monthly and weekly magazines were used: these were supported by some bill-posting and street car work.

We had one hundred and four

competitors, all producing about the same class of breakfast food as we made. Out of this number, probably ten were doing a little advertising of some kind, and one in particular was placing as much as we were, buying equally with us in all mediums. This concern cut prices, bought up clerks in the stores and gave us a merry run in every way to secure business. The other competitors were following both of us.

In house to house sampling, we all tried to outdo each other, to the extent that six food companies sampled one city in one week—absolutely confusing the housewives, so they did not know one brand from another.

USING PAINT TO DOMINATE

It was at this point in our campaign that I determined to dominate the situation in some way—but I could not do it by the usual methods of advertising we had been using. It was then that I thought of paint. I will not attempt here to go into details of the long, hard fight I put up to win our board of directors over to painted bulletins and walls, but I won and we painted everywhere—and it afterwards proved the best move in advertising we ever made.

After the painted displays had been up a sufficient time to make a good impression, I caused a canvass to be made of those cities we had painted; we found our business good, our "food" in steady demand at regular prices, our competition practically cut out.

On the other hand, in the cities where we had done no painting, we found conditions to be reversed—our competition just as active, our goods under the counters or in back rooms. The price cutters and premium givers to clerks changing places for prominence as each would make the best inducements to the clerks.

After this experience I became a firm believer in the power of painted bulletins and walls, used with good newspaper work, and commenced a systematic study of their use in any advertising campaign for general publicity.

The greatest advantage offered you from the use of painted bulletins and walls are the elimination of waste circulation; location; timeliness; great size, color and permanency at low cost.

You can pick the most desirable locations for reaching and influencing any class of buyer. You can place on any particular bulletin or wall the very style of argument most likely to appeal to the people of any chosen locality. Hence, in having display bulletins and walls located along street car lines, boulevards, in residence neighborhoods, near transfer points on streets and roads frequented by automobiles and vehicles, you

WHO has a vacancy for a married man, 27 years old, who can plan campaigns, write copy, write letters with a punch behind them or conduct a house organ? Seven years in practical newspaper work—editorial, business and advertising. Apply Box 111, Economic Advertising.

secure for your product the most direct attention and good will from the very people you wish to interest without waste of circulation.

Because of this concentrated power, the painted display wall and bulletin in selected location is the most direct and least expensive of any of the recognized mediums of advertising. With their immense size, prominence of location, individual character of design and great display of colors, you secure dominance and permanency in each locality.

A FLEXIBLE COMBINATION

Newspapers and painted bulletins and walls used in combination may be controlled locally or extended nationally, as you choose. No matter whether your business is of a national character or is limited to certain local territory these two great mediums, used under experienced direction, will increase your business, building up a reserve force to hold and protect it, making your product "forget-proof," and under the concentrated power of these mediums build a permanent good will with dealer and consumer. Everything about your business will have stability and your goods will be sold in such volume that it may be said the territory is "yours" in which you operate—thereby working for the greatest economy and bringing profit and permanency as a result.

It is possible in selecting locations for walls and bulletins to secure them right in view where the best dealers are located, and where the majority of people in these particular localities come daily. Each one of these walls has a large advertisement averaging about 800 square feet, or about 20 x 40 feet, and each bulletin has a finely painted design averaging about 12 x 25 feet, or 300 square feet.

Long, argumentative copy in magazines or newspapers is merely an elaboration of a few big facts about the specialty you are advertising, and, after all, it is one or two ideas in connection with an article that stick in the mind of the average person.—*Printers' Ink.*

MEN AND MEDIA

THE Winnipeg Industrial Bureau forward us a neat little booklet giving a short history of the growth of the city, and full trade statistics, with details of banks, public im- provements, municipal power and opportunities offered. A copy may be had for the asking.

* * *

The London *Advertiser* has instituted a $50,000 libel action against the London *Free Press*, and demands complete retraction of certain statements published.

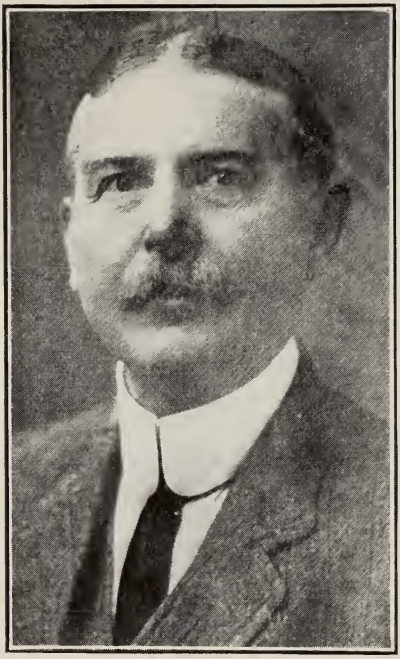
* * *

Le Noveau Trois Rivieres, the energetic French publication of Three Rivers, Que., forward a very well gotten up, illustrated booklet, showing the commercial facilities, factories, and residential

and business buildings of this live manufacturing centre. Incidentally, this celebrates the 280th anniversary of the founding of Three Rivers.

* * *

Fire broke out at Fredericton recently in a building in the rear



W. M. O'BEIRNE, STRATFORD *Beacon*
New President Canadian Press Association

of the Fredericton *Gleaner* office, and before it was extinguished damage to the extent of $15,000 was done. Considerable of this was in the *Gleaner* job room, but the main part of the building, including the type setting machines and the newspaper press, escaped, and the paper was able to be printed without interruption.

* * *

The Curtis Publishing Co. of Philadelphia, owner of the *Ladies' Home Journal*, is suing the *Canadian Ladies' Home Journal* of Toronto for infringement of title. It alleges the name of the Toronto magazine interferes with its Canadian circulation, and asks for an injunction restraining the further use of the name.

* * *

A new magazine in Montreal is the *Canadian Educator*, edited by C. R. Lemon. It carries the title of "A Monthly Magazine for Those Who Think." A western branch office has been established in Winnipeg by J. A. Thomson in the McIntyre Block.

* * *

S. Roy Weaver, M.A., news editor of the Toronto *News*, was married at Petrolia, Ont., to Miss Edith Sophia Pratt. The wedding was a fashionable one. Mr. and Mrs. Weaver left for a trip on the lower lakes and down the St. Lawrence.

* * *

T. Kelly Dickinson, editor of the Montreal *Financial Times*, was arrested on a charge of criminal libel, brought by C. P. Sekyer, secretary of the Glenwood Black and Silver Fox Co.

* * *

John P. McConnell, former editor of the Vancouver (B.C.) *Sun*, has issued a writ for $30,000 against the Burrard Publishing Co.,

owner of the *Sun*, and F. C. Wade, president of the company.

* * *

The publication of the new Vancouver daily, *The Times*, which was billed to appear early in July, has been postponed indefinitely.

The reasons for this have not been made known.

* * *

Our hearty congratulations are due to E. L. Ruddy, president of the E. L. Ruddy Co., Toronto, on his recent election as president of the American Poster Association.

This is the first time that the Association has elected a president not a citizen of the United States.

* * *

Advertisers are warned against using the "Truth" emblem of the Associated Advertising Clubs of the World unless properly licensed.

The emblem is the property of the Associated Clubs and is copyrighted by them, and the licensing through the local ad clubs and the signing of agreements involved is now being arranged for.

* * *

The Toronto *Evening Telegram* forward a very neat and comprehensive booklet detailing its wonderful expansion in the Toronto field, and showing just how effectively the *Telegram* covers the city.

Facts about Toronto and Canada are included, and a graphic map of the city shows the distribution of this progressive paper's circulation at a glance.

* * *

W. J. Healey has resigned from the position he has occupied for the past three years as advertising manager of *Saturday Night* and the Gagnier trade publications. Mr. Healey was formerly on the advertising staff of the Montreal *Star* and later of *La Presse*, and we understand it is his intention again to take up daily newspaper work.

* * *

Lorenzo Prince, managing editor of *La Presse*, Montreal, has been elected a director of the Canadian Press, Limited. Mr. Prince is a graduate of Laval University, and studied law, but abandoned that profession to enter journalism, where his progress has been rapid. He is also well and favorably known upon the public platform. He is an ardent Imperialist.

* * *

The Owen Sound *Sun* has recently installed a new Swiss Duplex Press. This has been rendered necessary by the considerable increase in circulation.

* * *

A new local weekly, *The Parkdale Sun*, has made its appearance under the editorship of T. M. Humble.

The paper is full of brightly written news items, dealing more especially with the western section of Toronto, though many items of more general interest are by no means missing.

The new venture has only to be seen to be appreciated, and has our hearty good wishes for a successful career.

* * *

A number of Old Boy gradu-

ates of *The Beacon* were guests of the editor and proprietor at luncheon on August 3rd, at the Windsor Hotel, on the occasion of the recent Old Boys' reunion. Those present included Messrs. James Fisher, Toronto manager of the McConnell & Ferguson Advertising Agency; J. B. Allen, advertising manager of the *Canadian Courier*; T. J. Tobin, business manager of the *Canadian Countryman*; Roy Perry, of the Acton Publishing Company; M. McCallum, assistant secretary of the Toronto Harbor Commission, and J. D. McCallum, Eastern advertising manager of the *Montreal Star*. Mr. O'Beirne and Mr. W. A. Ewart, superintendent of *The Beacon's* mechanical department, did the honors of the occasion. Reminiscences of their early-day associations on *The Beacon* were exchanged, and congratulations extended to Mr. O'Beirne on his elevation to the presidency of the Canadian Press Association, the jurisdiction of which now extends from the Atlantic to the Pacific, and a toast drunk to the continued success of their newspaper Alma Mater. The reunion was extolled as a means of bringing so many old friends together, and all expressed gratification with the up-to-date appearance of the old home town, and the very complete arrangements made by the citizens for their entertainment.

* * *

An unfortunate error crept into the advertisement on page 22 July issue.

The name of this progressive paper should be the *Guelph Mercury and Advertiser*, and not as stated.

* * *

The publication of *Gas Power Age*, Winnipeg, has been discontinued. This paper has been purchased by E. H. Heath & Co., Limited, and will shortly appear in an enlarged and improved form under the name of *Motor and Sport*.

There should be plenty of support accorded the new venture in the fertile western field.

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Quality
of the circulation of
THE EVENING TELEGRAM

Home and Non-Premium

The Evening Telegram is carried to 81% of Toronto's homes each night, and has in addition street sales daily of over 17,000.

This remarkable hold on city readers is due entirely to its merits as a newspaper.

In its entire history no premium has ever been given, no circulation contest held, no subscriptions canvassed or any other methods employed to force circulation.

We consider that such circulation represents real quality.

Clean Columns

Quack medicines; those containing objectionable terms or illustrations; fake schemes of any description; the doubtful offers of local merchants; are denied the advertising columns of The Evening Telegram.

We have pioneered this effort in Toronto. That the censorship exercised is appreciated is shown by the fact that The Telegram goes into 81% of the houses in Toronto each night.

Send for a copy of our booklet, "Getting Business in Toronto." It will interest any advertiser.

THE EVENING TELEGRAM
TORONTO CANADA

The Advertisers' Best Buy

"The Ontario farmer is the man with the money just now, country bankers have been telling Globe correspondents during their investigation of crop conditions. Advertisers will no doubt remember that the Ontario farmer reads the Globe."
Editorial Note, The Globe,
July 24th, 1914.

All indications point to the fact that the best market for manufactured goods this fall and winter will be the towns and townships of old and new Ontario. That is the field The Globe covers more completely than does any other medium.

The Globe has a circulation larger by many thousands than that of any other morning paper in Canada.

The Globe uses no premiums, sporting extras or guessing contests to artificially boost its circulation.

The Globe will, upon application, mail a booklet to any address showing exact circulation of Canada's National Newspaper in every post office in the Province.

Correspondence solicited on any phase of advertising.

The Globe

TORONTO - - CANADA

The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 7
NUMBER 9

SEPTEMBER
1914

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123,023

Exclusive of War Extras

The Largest Circulation of any Daily Newspaper Published in its Field

Toronto Daily Star

Ontario's Most Progressive and Up-to-date Newspaper

ADVERTISING RATES lowest per agate line per thousand circulation of any newspaper in Canada.

To bring the largest percentage of Toronto's spending community to your door you must use the Star's advertising columns.

C. H. EDDY, Fifth Ave. Bldg. New York City	EDDY & VIRTUE, People's Gas Bldg. Chicago, Ill.	C. H. EDDY, Old South Bldg. Boston, Mass.

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 7. Toronto, September, 1914 No. 9

STRAIGHT TALKS

BUSINESS AS USUAL

THE cataclysm, which at the moment is shaking the continent of Europe to its foundations, is having but small effect on business conditions in Canada,—in fact rather than retarding business it is giving Canadian manufacturers, in the big majority of lines, an opportunity they never had before.

Canada seems to stand to gain more as the result of this war than any other country. There are numerous lines of manufactured articles which we have been in the habit of purchasing from Germany and Austria, which, of course, cannot now be supplied, and there are opportunities in the way of extra production of cottons, woollens and metal goods in many lines, which we have been buying from Germany and Austria, which can be, and should be produced right in our midst.

True indeed, that Canadian manufacturers are embarrassed by the lack of supplies in raw materials, which they have been procuring from the warring countries, but the States will be able to look after this to a great extent.

This is a time, as we see it, for courage and confidence. This is the time when Canadian manufacturers should boldly enlarge their

The Fortunes of War

Fortunes are made in time of war by shrewd business men who sit tight and refuse to be upset by hysterical reports of business being at a standstill and the country going to the dogs.

Although Canada will meet all her obligations as a unit of the Empire, her general prosperity will be impaired only in a comparatively small degree. The rural classes, who make up over two-thirds of Canada's population, will be least affected by the war depression. They are assured of good prices for cereals and other food stuffs which are now being harvested in great abundance.

The farmers and small town-folk of Canada will have just as many wants this Fall and Winter as they had last year, and it is highly probable that they will be better able to buy them.

One thing is certain, the better class rural people in every province of Canada are still reading the FAMILY HERALD AND WEEKLY STAR, and they are reading more than the war news. The advertising columns have always been regarded by the readers of the FAMILY HERALD AND WEEKLY STAR as one of the most vital features of the paper. The names and reputations of the many advertisers whose announcements appear regularly in the FAMILY HERALD AND WEEKLY STAR are as well known to readers as the various editorial departments. Their regular appearance, in spite of the war, inspires a confidence which could not be gained as quickly and certainly at any other time.

The "Fortunes of War" are waiting for the advertiser who demonstrates to the people through his printed announcements that his business is built upon a rock bottom base, and that he will continue to deal fairly with everyone, war or no war.

For advertising rates and further particulars apply to

ADVERTISING MANAGER,

Family Herald and Weekly Star

Canada's National Farm and Rural Home Newspaper

MONTREAL, CANADA

business plans, and look to the future with that cheery optimism, which is so characteristic of the Britisher.

Canada has been spoken of as the "granary of the Empire" and although the current crop of 300,000,000 odd bushels is small compared with what Russia, the States, and the Argentine produce, yet it means a whole lot if these other available sources are cut off.

Matters have got to be far worse on the Old Continent, before they can be any better. Our enemies, even at the present time, have placed practically the whole of their best manhood in the field, and the dislocation of industry, which must be the inevitable result, will carry its effects for years.

Canada's opportunity is right now, and the way to stimulate business conditions is by the judicious use of the printed word. We would be the last at such a time, to advocate indiscriminate use of white space, but nothing can help more at the moment than the judicious and economical use of advertising, not only to keep the wheels of business moving, but to foster that accession of business which is bound to follow, when the war is over.

PATRIOTISM

MUCH has been written about the action of the Massey-Harris Company in, at the first smell of war, giving their employees the notice to quit and shutting down their works.

This affects several thousand men, and there is no denying that the firm have made large profits with the aid of public assistance from the national tariff, and it surely owes some duty to the country.

The firm's action seems to us indefensible. The profits which they have made in times of peace should be a good argument for them to carry on normal business at least two or three months after the declaration of war, but no, this company shuts down quick.

In times of peace an action such as this might be defended, for reasons of lack of trade or over production or the like, but at the moment when it is patent to all concerned that the closing of their works meant a loss of a regular salary to something like six thousand men, we have no patience with the attitude taken by the Massey-Harris people.

Their plausible justification appeared in the daily press, but with all the dear regrets that they include in the first five paragraphs, we cannot find that they are entitled to one iota of commiseration.

We shout like the mischief about the unity of the British Empire, and how in these troublous times the colonies have come together and stood at the back of the Old Mother Country, but the finest thing that Canadians can do, better than sending raw recruits over to the British Isles, is to keep the wheels of business working. In

The Maclean List

The President's Office - - - September, 1914

AN index of the value of any MACLEAN Publication as an advertising medium is the number and character of the firms using it.

Every MACLEAN publication is produced by able men of broad experience in closest possible touch with the interests it is designed to serve.

□ □ □

With respect to editorial features, writers and contributors, illustrations, covers, paper and printing, no expense is spared.

□ □ □

The MACLEAN publications are admittedly supreme in their respective fields.

□ □ □

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

Your Customer is a reader of the MACLEAN publication related to your interest. Be where his eyes will see the message you have for him.

Specimen copies and advertising rates sent on application.

The Maclean Publishing Co., Limited
143-149 University Ave., Toronto
also at
Montreal Winnipeg New York Boston
Chicago, Cleveland and London

no way possible can we give a better service to the Mother Land than in just keeping things normal right here.

Massey-Harris is not the only offender,—there are others, but there are more than an equal number of firms who have met the trying situation by keeping full staffs running and looking for more business.

ADVERTISED GOODS

THERE is one thing which stands out before all others at the present time, when normal conditions have been so rudely upset, and that is that where prices have been advanced, they have not been on advertised goods.

We have received assurance from many of our manufacturers, that although the war will mean for them increased prices in the raw materials employed in the manufacture of their commodities, yet there is to be no increase in price to the consumer.

We can conceive of no better way in which our industries can help the present trying situation, than by, even at considerable self-sacrifice, maintaining normal conditions. The financial depression, which has been the logical outcome of the war, has not hit Canada hard. Rather, this depression seems to forecast a period of trade expansion unknown before.

What is wanted at the time is a solid faith in Canada's destiny among the nations. This can only result from a cheerful spirit of optimism, and a solid determination on the part of those not on the firing line, to keep the wheels of business rolling.

You and I, and all of us, can add our little quota. Are we going to neglect this great opportunity?

INSURANCE ADVERTISING

THERE is an insurance company in the States, which carries what is probably a unique distinction, in the fact that it has no solicitors. It has built up a considerable business entirely from the written word.

On a number of occasions recently, we have taken the opportunity to score the life insurance companies on their neglect of the use of the printed word, and have at the same time, been glad to give credit to the one or two companies who use it systematically. We have consistently maintained that a policy of newspaper and magazine publicity is essential to good life insurance soliciting—that such advertising is the finest possible introduction that the life insurance solicitor could have, but we have always been careful to keep this phase of publicity in the background, so to speak, because we realize that in selling a commodity like life insurance, the spoken word has got the first say.

We have not facts and figures by us, to tell just what the Postal Life of New York has been returning in the way of dividends to its

The Guelph Mercury and Advertiser

WESTERN ONTARIO'S
Result Producing Advertising Medium

Seventy years of continuous publication. Covering Guelph City and surrounding territory like a blanket.

NOTICE

If you wish to obtain best results from your advertising in Western Ontario, consult the Mercury. Information relative to conditions, etc., in our territory will be cheerfully given. Our advertising department is at your service at all times.

The advertising columns of the Daily Mercury are a daily digest of human wants and needs.

Advertising rates from all leading advertising agencies or write direct to

J. I. McINTOSH, Proprietor and Publisher
GUELPH, CANADA

THE WAR

has given a clear field to **Canadian Enterprise** and the full benefit can only be obtained by

ADVERTISING

Now is the time to get started in new territory, and one of the best is the City of St. Thomas and Elgin County.

THE ST. THOMAS DAILY TIMES

with a daily net paid circulation of 5,541 copies reaches some 30,000 people. USE IT. IT BRINGS RESULTS.

The Times Printing Company
of St. Thomas, Limited
L. H. DINGMAN, Managing Director

EXCEEDING

6,000

IS NOW THE CIRCULATION OF

THE EVENING RECORD
WINDSOR

—and it is still going up.

shareholders, but we do not think that their policy of using the written word exclusively is a good one. Use it by all means, but mix it judiciously with your other forms of publicity.

IN THE SMALLER TOWNS

LOCAL retail advertising in the daily newspapers of most of the smaller cities of Ontario is being affected to a very small degree, if at all, by the war.

The daily papers of Stratford, for example, are carrying practically the same volume of local retail advertising as would be carried at this time of the year under normal conditions

Several of Stratford's industries have been beneficially affected by the industrial conditions created by the war and the increased activity in these industries has offset the adverse effects of the war upon certain other industries. Thus there has been no appreciable impairment of the purchasing power of the citizens of Stratford who are dependent upon local industries.

Stratford is the centre of a rich agricultural country and as there will be an increased demand as a result of the war for all products of the field, the war will increase rather than lessen the prosperity of the large rural population tributary to Stratford.

Thus, there is little, if any, likelihood of the war interfering seriously with the trade of the merchants of Stratford. Both the Stratford newspapers have been publishing the series of "Good Cheer" and "Business Opportunity" advertisements prepared by the Canadian Press Association, and these have helped to confirm the merchants of Stratford in their optimistic outlook. The result is that the volume of local retail advertising in the Stratford newspapers has continued normal.

One of the leading advertisers of Stratford devoted his regular space in a recent issue of the *Beacon* to a Good Cheer talk to the readers of that paper, directing attention to conditions that justify faith and confidence and urging against any tendency to talk hard times.

The experience of the Stratford daily newspapers as regards local retail advertising is similar to that of daily newspapers in other cities situated like Stratford. In a few cities which have not the support of a rich agricultural country and are dependent to a large degree upon local industries that have been affected adversely by the war, the daily newspapers are experiencing some difficulty in maintaining the regular volume of local retail advertising.

The situation with respect to foreign or general advertising in papers such as the Stratford *Beacon* is not so encouraging. These papers, in common with other daily newspapers, have experienced a considerable falling off of foreign or general advertising. In some

A BUMPER CROP

ESTIMATES compiled from the Provincial Government of Alberta Reports, indicate the grain crop for 1914 will be about 81,000,000 bushels as compared with 77,000,000 in 1913 or an increase of 4,000,000 bushels. This record crop at good prices will insure an ample market for all staple commodities.

To participate in this increased market, copy should be prepared at once for insertion in the

EDMONTON JOURNAL

The recognized Leader in circulation, in complete news service, as well as in display and condensed advertising in Edmonton and surrounding district.

Write to-day for rate card.

EDMONTON JOURNAL
(Branch of Canadian Newspapers Limited,)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

QUALITY FIRST

This has been the keynote of the Dominion-wide popularity of the

CANADIAN MAGAZINE
(CANADA'S NATIONAL MONTHLY)

The Canadian Magazine is the oldest magazine published in Canada, having been published continuously for over twenty-one years. It is the only high-class twenty-five cent literary medium published in the Dominion, reaching the better class of people from coast to coast. To advertise in it adds dignity to the goods which you are placing before the Canadian public and also gives strength to the value of your advertising appropriation.

THE CANADIAN MAGAZINE
200 ADELAIDE ST. WEST TORONTO, CAN.

cases the suspension of advertising will be temporary, but in other cases it is liable to continue for some time.

The efforts of the advertising agencies and of the Canadian Press Association to impress upon many of the manufacturers the unprecedented opportunities for expansion in many lines as a result of the shutting off of imports from Continental Europe will likely result in the inauguration of a number of new general advertising campaigns and these will make up, in part, for some of those that are suspended. Already there are indications that a number of our manufacturers will add new lines to fill the vacuum created by the withdrawal of imports from Continental Europe. Several new companies now in process of organization, will manufacture these lines. These manufacturers will likely use advertising as a means of telling the public that they are in a position to supply these goods that formerly were imported.

SUCCESSFUL PROMOTION AND ADVERTISING MANAGER

with a record for achievement and at present employed wants position with 50,000 to 100,000 daily. Has executive ability, brains and experience and knows how to use all three. Must have absolute control of department and privilege of overlooking circulation if necessary. Would consider business management of smaller daily if on substantial foundation. Write or wire "Successful," care of Economic Advertising. Box 121.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!
It will pay you well!

Economic Advertising

Mail Building - - Toronto

Your Fall Campaign

will effectively cover the well-to-do people of the Montreal district if it includes

The Gazette
MONTREAL

Commanding double the subscription rate of any other Montreal newspaper, The Gazette is emphatically the medium *par excellence* for the "quality" advertiser.

THE GAZETTE PRINTING CO.
Limited
MONTREAL

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

THE POWER OF THE POSTER

By Frank H. Rowe

PERHAPS no branch of publicity has shown such rapid progress in Canada during the last few years as poster advertising. Working along similar lines to those adopted by the Poster Advertising Association, the Poster Advertising Association of Canada has pursued an up-to-date and progressive policy —which has resulted in an immense increase in the efficiency of the medium, and a corresponding increase in the volume of business carried.

To those who are not thoroughly familiar with the policies covering this branch of publicity, I will state that there is maintained a strict and thorough inspection service by the Poster Advertising Association, each plant in the country being visited periodically by inspectors who classify it according to its condition and the service it renders. The rate for advertising in each plant is fixed according to the service rendered, and, whatever that rate may be, it is the same to every advertiser. The better the service, the better the rate, and consequently there has been a united effort on the part of all owners of poster plants, to put their plants in the best of condition and render the very best service.

This has immensely increased the efficiency of poster advertising, and the increase in volume has been a natural result. Today practically every high class kind of advertising embraces the poster medium, sometimes exclusively, sometimes in conjunction with the use of other media. Both the American and Canadian Governments are large users of poster advertising. Musical instruments and other high class commodities now

Far-Fetched

find posters a valuable means for increasing business.

The style of poster board has greatly changed under the progressive policy which governs the business. Poster boards are now panelled every 25 feet with heavy moulding, and the same heavy moulding is used along the top, bottom and sides. Each poster is blanked out on either side with broad strips of white paper so that when appearing in one of these panelled sections, it is completely separated from neighboring

War News and Show Windows

DO you remember the optimist of 1912, who told you that it was impossible for Canada to have a setback and that the good times were a certainty for at least the next ten years? He was so busy making and spending money that he really did not have the time nor feel the necessity to advertise.

He is the second cousin of the pessimist of 1914 who will tell you that the European war has put the industries of Canada on the blink and that the great thing to do is to *economize*—that it does not pay to advertise for the newspapers are made so attractive by their war news that the dear public will not read the advertisements.

What would you say if some one told you that your show windows should not be made too attractive, that they might detract from the goods inside? Show windows and war news serve the same purpose. They attract the attention of the public and the more attention attracted the better for sales, provided, of course, that you do your part.

Do not be an extreme optimist in good times nor an extreme pessimist when times are not so good. Keep business going as nearly normal as possible and remember that advertising judiciously done will help wonderfully. Be frugal and careful, but don't overdo it.

The war increased the combined circulation of the Daily and Sunday World in a few days from 145,000 to 230,000. This has been decreased since then so that the present combined circulation is 192,000. It is a strong combination and a particularly effective one in covering Toronto and the nearby points. Discuss the subject with any of the good agencies or write direct to The World Newspaper Company, Toronto.

posters, and has all the appearance of a fine picture in a frame.

No other style of advertising has been devised which possesses quite the effectiveness of the poster. Each poster, because of its exclusive design, the use of fine colors and its size, is the highest type of advertising known. The power of its pictorial appeal; the opportunity to print a terse, compelling message, the individuality of the poster because of its separation from those near it; its location in extremely prominent spots where it is seen by the passing thousands; the fact that it shows all day long; week in and week out; the valuable effect it has upon the trade as well as the stimulating effect it has upon the public in general; the fact that it reaches all classes of people at the same time and that there is nothing to detract attention from it, all combine to appeal to the best judgment of the man who controls the advertising appropriation.

So great is the demand for space on the poster boards, that orders are usually placed months in advance of the date when posting is to appear. An interesting instance of this may be cited in connection with poster advertising in the city of Toronto during the period covered by the Canadian National Exhibition. Posting orders were placed for advertising during this year's exhibition before last year's exhibition had closed.

No more significant event bearing upon the high status of the poster advertising business in Canada has occurred than the election at the convention of the Poster Advertising Association in Atlantic City a few weeks ago, of Mr. E. L. Ruddy of Toronto, as President. Mr. Ruddy who is President of the E. L. Ruddy Co., Limited, of Toronto, with plants in nearly thirty cities and towns in Canada, has long been identified with the directorate of the Poster Advertising Association, and his elevation

Good solid argument stuff to read.

to the presidency is a compliment, not only to himself, but to the Poster Advertising fraternity of Canada.

* * *

"If you want to know whether you are destined to be a success or a failure in life, you can easily find out. The test is simple and is infallible: *are you able to save money?*"—James J. Hill.

What one of Canada's largest high grade pianos firms has to say of

The News - Toronto

As An Advertising Medium

Manager, The News,
Bay Street, City.

Dear Sir :—

We have been advertisers in The News for a great number of years, and having just finished another year's business which has been even more satisfactory than any previous year we had had, we take the opportunity of telling you that we feel that "The News" has been in no small way a factor in the great success of our business. We feel you will be glad to know this.

Yours truly,
GERHARD HEINTZMAN, Limited
Fred Killer,
Sec'y-Treas.

What we have done for this advertiser we can do for you.

HOW TO DO MORE BUSINESS

By John C. Kirkwood

THE average man in business —manufacturer, wholesaler or retailer—can sell, at a profit, far more goods than he is at present doing. He can make his present customers larger buyers of his wares, and he can multiply customers.

This assertion may seem to be merely stating a very obvious fact, yet the average man in business will tell you that he is doing all he can to sell his goods.

A manufacturer who was asked "What are you doing to sell your goods?", said, "I have 6 men on the road." He seemed to believe that there was nothing else he could do to increase his sales. Asked what he was doing to make retailers better customers, by showing them new and better ways of selling, he said, "nothing." Asked if he had enquired into the reasons why his 6 salesmen failed to sell certain retailers, he said, "I have not." Asked if he was doing any newspaper or magazine advertising to stimulate a demand for his goods, he said, "I am not doing any advertising." Asked if he were sending out any printed matter to customers and desired customers as a supplement and reinforcement to the calls of his 6 salesmen, he said, "No." Asked if he were doing anything to increase the selling efficiency of his 6 travellers, he said, "I am doing nothing in this direction."

This manufacturer, by his own admissions, showed that he was neglecting to employ several proven agencies for selling goods and for increasing the sale of goods.

ASLEEP IN PARKDALE

A lusty young merchant opened up a retail store in Parkdale. His shop had a good location, his stock was new and well-bought, and he had all about him a fine constituency of buyers. He dressed his windows in a very conventional way, and sat himself down to wait for customers.

Business proving very slow, he bethought himself of a plan by which he might arouse a greater interest in his shop and service; it was to hold a competition by which much attention would be drawn to his windows. It was not a scheme to sell his merchandise so much as one calculated to define more sharply the location and character of his shop. The scheme was legitimate and clever, and succeeded in accomplishing its two ends. Some good resulted from this exercise of genius and energy; that is, he attracted a certain amount of new custom. Then he sat down again. At this juncture, an advertising man called on him, talked over with him his selling problem, and showed him half a dozen ways—inexpensive ways—by which more customers could be won, and how their purchases could be increased. Today this youthful merchant is resting less and trying more to get business, but until he had his eyes opened to

From Start to Finish

We are equipped to handle anything in printing, from start to finish. When you are looking for new ideas in

Circulars, Booklets

Mailing Cards, Catalogs

or any other form of printed matter, we are at your service.

Our staff of copy writers and designers have done thoroughly effective work for others; give them an opportunity to do equally well for you.

Every department of our plant is modern in equipment and efficiently manned: every job we produce is expertly supervised, our aim being to

"Grow By Service"

Write, wire or 'phone and we will have our representative call.

Acton Publishing Co., Limited

JOB PRINTING DEPARTMENT

Corner Queen and Gwynne Avenue

TORONTO

TELEPHONE, PARKDALE 4171

NEW YORK	MONTREAL	CHICAGO
5 Beekman Street	13 Coristine Bldg.	716 Peoples' Gas Bldg.

Jas. Acton, President J. J. Gallagher, Managing Director

see what more he could do, he was content to merely wait for customers to come. In Parkdale and in every other retail district of Toronto are scores and scores of men and women in business who are asleep on their jobs, idly waiting for business to come to them.

JOHN SOURFACE

In Toronto is a jobbing house captained by a man who has grown gray and growly in the 40 years of his selling life. He does business in the old-fashioned way, sending out travelers to take orders. We shall call this man John Sourface, for it is the name that occurs to you when you behold his countenance for the first time. Recently Sourface secured the Canadian agency for a very good line of silk hosiery, and he is anxious to create a large sale for it. Utterly devoid of imagination, and a pessimist at heart, he is quite unable in himself to suggest or conceive any ways by which he can get the cooperation of the retail trade in the selling of his line. He baulks at the expense of providing retailers with a display cabinet, and with respect to the idea of creating consumer demand, he is in the a b c class.

An advertising man called on John Sourface, and received a very frigid reception. Challenged to suggest a practical plan by which the sale of XX Silk Floss could be increased, the advertising man was able to propose a method that appealed to John Sourface and he was asked to return another day to present it in greater detail. In due course he called on Sourface, only to receive a fresh illustration of that individual's surliness and rudeness, and he declined to proceed with the interview. Sourface will be ruder than ever to the next advertising man who calls, and without the counsels and ideas of some outsider, he cannot hope to discover sound and fresh ways by which the sale of his hosiery can be increased.

For 40 years John Sourface has been his own enemy. His travellers get no inspiration from him, and his indoor staff hate him in their hearts, because of his bullish temper and his disposition to apply the whip to their backs. Sourface cannot retain the loyalty or services of his men for long, and he has the added misfortune of seeing a rival firm outstripping his house in the race for business. If Sourface & Co. were more wisely managed, its sales would double.

The foregoing illustrations of the cases of a wholesaler, retailer and manufacturer have been provided to prove the correctness of the assertion contained in my opening paragraph; namely, that the average business man can sell more goods than he is at present doing.

IMAGINATION IN BUSINESS

The best salesmen are imaginative, and they are also optimists. True salesmen are always devising ways by which the consumption of their goods can be increased and customers multiplied. They believe that they can make others want what they sell.

A firm of paint manufacturers in Toronto has as its advertising manager a man of ideas. Before

Color Advertising

is the most effective of all advertising. For proof look at the great amount of advertising in color undertaken by the most successful advertisers everywhere. This applies not only to magazine advertising, but to poster, street car and circular work as well.

The CANADIAN COURIER is the only weekly in Canada equipped to handle color advertising. We use a special weight of cover stock and all covers are printed in color. We carry on our back covers such well known advertising as the Colgate line, Old Dutch Cleanser, Coca Cola, Palmolive, Pebeco Tooth Paste, Waterman's Pens, Edison Phonograph, etc.

The available back covers are rather limited, but we are able to offer a good range of dates and positions for colour advertising on inside pages during the coming year. Available back cover dates are :

1914—November 7th
1915—January 2nd
" 16th
July 10th
" 31st

Early reservations for color space are desirable. Fuller particulars on request.

Canadian Courier

The National Weekly
Toronto

Member, Audit Bureau of Circulations
JAMES B. ALLEN
Advertising Manager

THE EVENING JOURNAL
ST. CATHARINES ONTARIO
Daily and Weekly
(Estab. 1859) (1826)

St. Catharines' oldest newspaper. Sworn average circulation of the Evening Journal for year ending Dec. 31st, 1913, was

3,540

To advertisers wishing to cover St. Catharines and the Niagara Peninsula, one of the richest districts in Canada, the Journal is the first medium. Modern equipment. Best news services. Circulation statement and rate card on application.

J. M. ELSON, Publisher

The Stratford Herald

Handsome in Typography — the Pacer in News, in Methods, and General Features, in its broad, fertile field.

LATEST NET CIRCULATION

Daily Average, Calendar Year 1913	3,122
Daily Average, Last Quarter of 1913	3,766
Daily Average, First Quarter of 1914	3,684
Weekly Average, Calendar Year 1913	2,232

IN GOOD COMPANY

THE HERALD has joined Advertising Audit Association, composed of general advertisers, agencies and newspapers, to audit circulations annually. Also member of Gilt Edge Newspapers, A.N.P.A. Bureau of Advertisers, &c.

Send for Sample Copy and Rates of this **Worth While Newspaper.**

The Stratford Herald Printing Co., Limited
W. S. DINGMAN, President

he was employed to direct the publicity of his firm, the selling effort had been confined to old-fashioned calls on the trade. But the extraordinary activity on the part of certain other manufacturers of paint compelled Oldstyle & Co. to become correspondingly active in order to retain their trade. When young Jackson was appointed advertising manager, and presented his programme of publicity to the board of directors, they were aghast at its audacity and appalled by the money appropriation called for to carry out the proposed programme. Jackson's programme suffered a good deal of trimming, but its main features he was permitted to carry out. The travelling staff were made to see the worth to them of the new selling plans, and their cooperation was secured. At the end of the first year, the results of Jackson's bold policy and clever plans revealed themselves unmistakably—in the form of increased sales, the recovery of lost accounts, and the addition of many new customers. Today Jackson is granted very large liberty in the direction of his department.

A wall-paper manufacturer conceived the idea of supplying his retailers with very attractive unframed, yet mounted, engravings in color—reproductions of masterpieces of art. These were to be placed in the windows of retailers to add their appeal to passers-by and to intensify the charm of the papers shown. He also showed them, by a series of illustrations, how to dress windows effectively. This help to dealers enabled this manufacturer's salesmen to interest many new customers and played no small part in getting orders. That is, imagination stimulated sales.

A dealer in antiques conceived the idea of tagging every special piece and printing on the tags the particulars pertaining to the pieces so tagged. From the particulars thus provided customers and callers were enabled to obtain desired information without the annoying attention of salesmen. They were also instructed concerning the distinctive features of each piece, and why it was valuable. Help of this sort was greatly appreciated by this dealer's patrons, and his business straightway began to increase.

A young man employed in the clerical department of a very large firm making mining machinery asked his employers to let him spend some months in the manufacturing departments, preparatory to his going out on a selling expedition for his house. Permission was granted. The young man learned all he needed to know about the good points of the machinery his firm made. He also learned the weak points of rival machinery. He had a working model made of the machinery produced by his own firm.

Then he went to his principals and asked to be sent to the western mining camps to sell mining machinery. He was told that mining machinery orders were given by the head offices of mining companies, most of which were established

The Time to Advertise

All important at the moment is a decision on a very vital question—to advertise or not to advertise.

A similar situation to that created by the war has never before arisen.

In many trades a temporary curtailment of business must occur, but this should only spur the wide-awake manufacturer on to further effort, and he cannot overlook the power of the written word.

We do not advocate indiscriminate use of white space, but rather we advise more care even than usual in the preparation of forceful and timely advertising copy.

Here is where the services of a reliable agency are indispensable.

Norris-Patterson Service

is conscientious, intimate and expert.

We are proud to have had a share in the successful selling campaigns of many of our leading advertisers.

May we help you in these strenuous business times?

Write or 'phone **Adel. 2231.** An interview will in no way obligate you.

NORRIS-PATTERSON
Limited
ADVERTISING AGENCY
MAIL BLDG. - TORONTO

in New York. He asked to be allowed to work matters his own way, and because he had again and again proved himself to be an exceptional man, he was allowed to go west to the mining camps there. Here he sought out the mine superintendents, demonstrated with his model his own machinery, pointed out its superiority over the machinery they were using, pointed out the shortcomings of rival machinery, talked to these superintendents in their own language, and so convinced them that it was economy to scrap their present machinery and instal his, that he secured from most of them letters to head offices recommending the purchase of Black & Brown's machinery.

Armed with these letters from the experts employed to operate the mines efficiently, this young salesmen had little trouble in obtaining orders from the men in New York, and when he returned to his employers in the Middle West, and laid on the table before their astonished eyes bona fide orders for a quantity of mining machinery such as they had never received before at any one time, and orders which they had believed it quite impossible to obtain, this young salesman won for himself, not only a new esteem, but a position in that company which he could never have secured had he remained a clerk. It was imagination that secured these orders.

WHAT CANADA NEEDS

The average business man in Canada resists new ideas. He has gone on for years in a well-worn groove, has grown comfortable in it, and is content to remain in it. He draws selling inspiration from no new sources. He reads very little of the stimulating and enlarging literature which is being produced in these present days in such goodly quantity.

Manufacturers as a class pay far more heed to manufacturing than to selling. Those who have been converted to a belief in the potency of advertising fail very often to support their advertising by other selling forces. Many a manufacturer overlooks the retailer as a positive factor in the sale of his goods, and so neglects to cultivate the retailer's good-will and to instruct him in ways to increase his sales. Many manufacturers, on the other hand, do not look beyond the retailer to the consumer. They think that they have gone far enough in their selling endeavor when they have sold the retailer.

PUBLISHERS:—Do you need a young energetic advertising manager who holds good position but desires wider field—a man who can both solicit and assist your advertisers with their copy, its preparation, lay-out, cuts, etc., in short, a man with first-class experience and knowledge of service value and who understands the requirments of both local and foreign departments. If so, write "Efficiency," care of Economic Advertising, Box 122.

If you manufacture a good product or have a worthy proposition of any kind tell the people about it in

The
Hamilton Spectator

For more than sixty years advertisers have relied on THE SPECTATOR to reach the substantial and well-to-do people of Hamilton and its vicinity.

SITUATED in the heart of the Western Ontario Peninsula, a city of 17,000, prosperous and industrious people, peculiarly susceptible to attractive advertising of quality products, the City of Stratford is the centre of a territory the general advertiser cannot afford to overlook.

THE STRATFORD BEACON

Daily and Weekly

the favorite newspaper in this field, has a guaranteed circulation of

3,000 Copies per day

It thoroughly covers the city and district.

Rates can be obtained from any recognized advertising agency, or on application to

THE BEACON, STRATFORD, ONT.

Retailers as a class are prone to wait for custom to come to them. They have not learned that the right thing for them to do is to carry their businesses to the homes of those they serve and desire to serve. This they can do by advertising in their local newspapers and by the methods known as direct advertising—the use of printed matter distributed through the mails or otherwise to those whose favor they desire.

Edison said that genius is "2% inspiration and 98% perspiration." By which he meant that energy, the genius for hard work, is of overwhelming importance in achieving notable success. Energy requires for its maintenance food—the intaking of power from without. Energy that consumes itself and refused to replenish itself by drawing on strength without soon comes to an end or becomes so vitiated that it is futile.

Manufacturers, wholesalers and retailers can do more business—can sell more goods at a profit, by adding to their selling energy and by employing the selling genius of those possessed of greater imagination than themselves.

WOMEN IN A NEW ROLE

And yet not new! But newly discovered by sales-managers and by advertising men.—By Chas. C. Nixon.

ONE of the most remarkable facts of these times in selling and in advertising is the appreciation by so many of the part that women play directly, and by strong influence, in connection with all purchases.

And this applies even to all specialized goods wholly intended for man and for man alone—yes, even to safety razors, as I shall prove in the following!

In a general way most men have been obliged to admit that women have some influence concerning what, when, and how, some things shall be bought. Research work of experiment stations, such as the Applecroft, under the direction of its founder, Mrs. Christine Frederick, have obliged us to accept the fact—based on definite data and research—that more than 44% of articles and things and goods, used altogether by men, are purchased by women.

WOMEN AS GENERAL BUYERS

Then statistics gathered by the Home Economics Department of the University of Wisconsin prove that at least 90% of the vast sums spent annually for food, clothing and shelter is spent by women.

Moreover any observant individual cannot help but note the greater percentage of space and appeal devoted by departmental stores—those giants of successful merchandising and advertising endeavor—to women, and to goods that appeal to women as buyers. One statistician places the figures at 95% of departmental store

Fine Feathers Make Fine Birds

AND FINE WORKMANSHIP ALONG
WITH THE BEST MACHINERY MAKE

FINE PRINTING PLATES

YOU CAN GET THESE KIND OF PRINTING PLATES BY
SENDING YOUR WORK TO

THE CENTRAL PRESS AGENCY

F. DIVER, MANAGER

70-76 Pearl Street, Toronto

(ESTABLISHED OVER 35 YEARS)

advertising being directed to women; about 80% of their advertising space being devoted to goods that appeal to women as the prospective purchasers of such goods.

But in spite of this evidence and these signs pointing the way to profitable merchandising, through appealing to the interests of women, it has not been until of late years that the bigger captains of more general industry have come to see this point. They have been swinging into line during the last ten years; and recently some very notable conversions to the idea have been observed and recorded—one of these, for instance, the De Laval Separator Co. of New York.

WOMEN INFLUENCE SEPARATOR SALES

In an interview with *Printer's Ink*, Mr. G. B. Sharpe, manager of publicity for the De Laval Separator Co., New York, last fall, after having spent three months amongst the farmers of the middle west in the United States, made special mention of his discovery that farm women had great influence over their husbands and fathers in the matter of purchasing cream separators. The women found very often that it was part of their work to turn the separator and almost invariably to wash it after use. Mr. Sharpe, it appeared, was highly gratified over this discovery and he intimated his intention of turning it to the great advantage of his Company.

Even in those cases where women are not supposed to be concerned the idea is gaining great favor that it is directly profitable business to sell an article first to the woman; then she will sell it to the man, and to the family.

WOMEN BUY RAZORS

Who would think of women buying Safety Razors? And yet the Gillette Safety Razor Company have found it to be profitable to advertise their razor to women at Christmas time. Their fine big copy has been placed in our magazine this year even right through the summer months of June, July and August. They recognize women's interest in a clean, well shaven man. They know that women folk will sell their razors for them. The women will also buy this article to give to fathers, or to brothers, or to someone else's brother.

SOME FACTFUL TESTIMONY

Read the following evidence to hand received by us from readers of our journal to bear this out:

"Father did not like the idea of using a safety razor until we girls bought one and gave it to him for a birthday present. The first time he tried it he did not like it and he went back to his old razor; but mother had been reading the advertisements of the Gillette Safety Razor Co. and she induced him to try it again for a while, which he did, and now he is in love with his Gillette and he uses it daily."

"As regards the Gillette Safety Razor advertisement in Everywoman's World, I'll guarantee that there are as many women as men interested in that advertisement. Why? Well although a man dislikes shaving (when he is using an old-fashioned razor) the real misery and inconvenience falls upon the women and the children of the household. The kiddies must not dare cross the threshold of the room in which he is shaving in case by accident they nudge his arm. Mamma must suspend working operations around the room until the shaving is done. And when daddy shaves in the kitchen, which quite often is the case, the interruption means a great aggravation. I believe, too, that shaving with the old-fashioned clumsy razor is responsible for a large amount of swearing among menfolk. I do not at all wonder at it.

Would you believe the following? I guess you'll have to believe it, for it is fact!

"I would like to tell you for the benefit of your readers how I save a little pin money with a Gillette Safety Razor. My husband used to shave three times a week at the barbers, costing 45 cents. When I bought him a Gillette Safety Razor he used it the first time with great results thinking it fine. By saving the 45 cents a week I soon had the price of the razor and I am still saving 45 cents weekly. When he needs a new set of blades we have the money without taking it from the family purse."

And now, finally, for a new use, or new field discovered, for the Safety Razor.

"Perhaps you will be surprised to learn of a new use for a safety razor, at least a new place to use one. I am a graduate of one of New York's largest hospitals (a Registered Nurse of N. Y. State), have been head nurse of operating room in hospital, also teacher in training school, and when a case was being prepared for operation we used a Gillette Safety Razor, always feeling that the result was the best and quickest. Many nurses cannot use the old razor blade successfully, but we had no fears either for patient or nurse with our "Gillette" (From a lady writing from Orillia, Ont.).

My limit for space allows but the briefest mention for what follows. Readers will appreciate the point indicated in each.

FACTS RIGHT FROM HOME

"We have been married thirty years; my husband is busy every day on the farm and market wagon. He looks after all that pertains to his work, but when it comes to buying the necessities of life, underclothes, and fixtures for himself and a lad of fifteen, that falls to me, with the exception of the suits and footwear. I think if I could fit them I would be delegated to buy these too. I believe that women generally have a better idea of the fitness and worth of things than most men have."

"I know from experiences that most of the things, whether for the men or for myself or children, are bought by me. The men are busy working, as a general rule, in the day-time, and it is the women who must go down town and get what is wanted."

"Where you find one man doing the buying for a household ten women will be found doing it. Women seem to have a better judgment regarding matters of this kind. They seem to know just what is the best for each one in the family and at the same time are more economical."

FATHER'S IDEA OF IT

"My husband puts the burden of buying clothing and household supplies on me; he forgets or, does not seem to know, or see, what is wanted. I heard him say not long ago that if he could get out of buying his own clothes, he would. He thought I was more capable of choosing them than he was and he does not care to be bothered with such things. I have even bought him tools to work with when he did not think that he needed them, but which, after having given a trial, he found to be very useful."

"It is now common for a young woman about to be married to accompany her husband-to-be in selecting building material for the home, or the purchase of a furnace in which latter she takes an interest to ascertain its make, its mechanism and installation. She probably will have to run it through the day-time while 'hubby' is at work. Therefore she demands a furnace that gives the most heat for the least labor, least time and least cost."

WOMAN'S INTEREST VS. MAN'S

"Readi-cut homes, Asbestos shingles, etc., appeal to woman's sense of convenience, general utility and safety. A woman ponders deeply regarding all such things. That is why she takes a businesslike interest in not only reading but in studying advertisements in her favorite magazine, whereas a man might merely scan them, or at best, read one or two in which perhaps he was immediately interested. Not so with women. They read every advertisement in their magazine and they take pleasure in reading them for they seem to understand by instinct that it means future profit in many ways and gain of time and money from reading advertisements."

In the foregoing paragraph you have the idea! Woman's instinct, her insight, and her frugality—small wonder that the response to advertisers is so much in excess and so much more profitable through a woman's special magazine than through other classes of mediums.

Thoughtful, deep-thinking readers will have noted many times while reading the foregoing paragraphs the reason for the tremendous success of the special women's publications of the United States. It has been this same factor that has enabled our journal

to establish itself so favorably in the minds of national advertisers and others who profit from it and who have felt for a long time the need in Canada of a great woman's magazine.

Progressive manufacturers and distributors, as they come to understand and grasp this truth, come over gladly to take advantage of the idea and cash in on it every month throughout the year.

WHAT'S DOING AT THE AD CLUBS

Reports from Toronto, Montreal and other centres indicate that the various Canadian Ad Clubs have been a little slow, for sufficient reasons, in starting their winter sessions, but now that things are settling down after the holidays and the first effects of the war scare have been, at any rate, partially eliminated, we may expect from the various centres full reports in our October issue.

* * *

MONTREAL

Negotiations are still in progress for the amalgamation of the Montreal Publicity Association and the Montreal Ad Club into one strong body, with central headquarters of their own. There are several points upon which an agreement has not yet been reached, but as the general feeling is that such an amalgamation would be to the benefit of every advertising interest, we have no doubt but that shortly satisfactory arrangements will be arrived at,

* * *

TORONTO

The complete report of the auditor on the books and affairs of the Toronto Ad Club, covering a period of ten months, ending June 30th last, has been presented. It shows a net profit for the Club during this period of $676.21. Congratulations on a most successful year.

* * *

The Toronto Ad Club has refunded to the City of Toronto the sum of $2,300 out of the

Another typically English piece of humour

$10,000 grant made by them towards the expenses of the recent convention. The Club is to be congratulated on the particularly satisfactory way in which the large amount of money necessary for the entertainment of visitors was apportioned.

* * *

The war and other causes have considerably interfered with the getting together of the club for its winter activities, although numerous committee meetings in the different sections have been held,

and plans for the coming session are well under way. We had expected to be able to give our readers an account of what was planned in this issue, but this is necessarily held over. The educational committee has, we understand, a most ambitious program which is nearly in shape and to much of which the general advertising public is to be admitted.

* * *

On the occasion of his departure for Valcartier, Lieut. A. J. C. Davidson, of the Canadian Engineers, assistant secretary of the Toronto Ad Club, was presented with a handsome wrist watch by the members. Several members spoke and voiced the Club's appreciation of the good work done by Mr. Davidson at the recent convention. Mr. Davidson is a reservist of the Army Service Corps.

* * *

WINDSOR AND WALKERVILLE, ONT.

A Buyer's Club has been established at each of these two places and advertising men of Walkerville are about ready to form an advertising club at that centre. In this district there are a very large number of big manufacturing concerns and it should be possible to form really strong and useful ad organizations at these points. The older clubs are prepared in every way to assist in their formation.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

Anyone who has had the misfortune, at any time, to sleep on a cheaply made and badly constructed mattress, will readily realise all that it means in the way of discomfort and unrestful slumber, so that the point brought out in the Ostermoor Mattress advertising, which has proven such a wonderful success for this company, is a good one. "Built not Stuffed,"—this is evidently the feature of a widespread campaign which this company are putting out in direct support of the dealer, and it should prove of the greatest benefit to the local store with their imprint thereon. There is nothing particularly striking about the lay-out, but the reading matter throughout is snappy, and claims

OSTERMOOR
BETTER THAN HAIR
BUILT NOT STUFFED
MATTRESS
The Ostermoor Not Merely a Cotton Mattress
There are many kinds of cotton mattresses—but only one OSTERMOOR. The OSTERMOOR is built—not stuffed. The very finest grades of selected, long-fibre cotton are mechanically prepared in gauzy sheets, built up to the required mattress thickness, forming one billowy mass of uniform, elastic layers. It cannot bag, or sag, or lump. It is absolutely clean, sanitary, non-absorbant, dust-proof and vermin-proof. Needs no renovation of any kind, except an occasional sun-bath.
Insist on Getting the Genuine Ostermoor.
Every genuine OSTERMOOR Mattress bears the trade-mark label sewn into the end-band of the mattress—also the word "OSTERMOOR" in the binding along the edges. It is put there for your protection. Insist on seeing it. Accept no substitute.
The Story of Perfect Rest Sent You Free.
A very attractive book about the OSTERMOOR, telling why it is better than any other mattress made. Send your name and address on a postal card—we will gladly send you copy.
The N.S. Furnishing Co. Ltd.
COMPLETE HOME FURNISHERS.
72 TO 76 BARRINGTON STREET, HALIFAX.

for this particular mattress pretty well all the virtues that one could imagine. The paragraph at the foot of the ad, "Write for Booklet," should, we think, have ready response.

* * *

W. H. Scroggie, of Montreal, get out some very fine advertising from time to time, but this ad reproduced is ugly. The idea, of

- FREE -
Scroggie's
Fall and Winter Style Book
is now ready
- 192 Pages -
16 beautifully colored pages
Send for your copy to-day
FREE
The issue is limited—the demand is great
Copies will be mailed only on request
The very latest styles
The very best goods at the lowest prices
Take advantage of our Personal Mail Service
- Shop by Mail -
We absolutely guarantee Satisfaction or refund money
"The house of Satisfaction"
W. H. Scroggie LIMITED MONTREAL
ADDRESS YOUR REQUEST TO DESK K.

course, has been by means of the hand lettering to attract instant attention in the small town paper, where almost every other ad would by type-set, and the typography none of the best at that. Certainly you cannot miss it, it is not pleasing to the eye, and cannot be said to be in keeping with the nature of the article advertised, viz.: a book of fall and winter styles. If the fall and winter styles are no more beautiful than this is ugly, they will not prove a very good recommendation for the Scroggie store, even to a proverbially indifferent audience.

* * *

The idea contained in the Mennen Shaving Cream ad commends itself highly. Probably none of us have ever stopped to reckon up that we spend two whole weeks in every fifty-two on shaving, so that a preparation which will halve that

1914
Sun. Mon. Tue. Wed. Thu. Fri. Sat.
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30
Every year you spend nearly two solid weeks in shaving
IF it takes you fifteen minutes to shave and you shave every day, you spend, annually, twelve working days in shaving. That's a long time — and a weary, bothersome job.
Use Mennen's Shaving Cream. You can shave in less than half the time because there is no "rubbing in" with the fingers, no re-stropping, no re-lathering, no "doctoring" your face with lotions afterwards.
The full, generous lather of Mennen's Shaving Cream quickly softens the beard, so that even a razor which is a trifle dull cuts easily and smoothly. No free caustic or other irritant to bite, burn and disfigure your face.
Mennen's Shaving Cream is put up in sanitary, air-tight tubes with handy hexagon screw tops.
At all dealers — 25c. Send 10c for a demonstrator tube containing enough for 50 shaves. Gerhard Mennen Company, 426 St. Paul Street, Montreal, Can. Makers of the celebrated Mennen's Borated and Violet Talcum Toilet Powders and Mennen's Cream Dentifrice
Mennen's
Shaving Cream

apparent waste of time ought to be always in use. But its virtues do not stop there, according to the somewhat comprehensive claims made. Mennen's is not the shaving cream I use, but I shall be tempted, next time I am in the market, to give a preparation with so many virtues as this, a fair trial. The drawing is good and the ad particularly well set.

* * *

This young lady is surely pleased with herself at the batch of bread and cakes she has turned out with

the aid of Beaver Flour. But she will get some of her batch of cooking spoiled if she goes in for much more of these acrobatic tricks. Apart from this criticism

"BEAVER" FLOUR
is both a Bread Flour and a Pastry Flour
The perfect flour is the one that combines the good qualities of Ontario and Western wheat. This is exactly what "Beaver" Flour does. It is a blend of best Ontario fall wheat with a little Western wheat to add strength. "Beaver" Flour is equally good for Bread and Pastry—it has the real home made flavor that western flours lack. Ask your grocer.
DEALERS—Write us for prices on Feed, Coarse Grains and Cereals. 143
THE T. H. TAYLOR CO., LIMITED, CHATHAM, Ont.

there is a real good argument and not too much of it at that, which tells exactly why Beaver Flour should be the cook's choice. "A blend of the best Ontario Fall Wheat with a little Western Wheat that gives strength to it," is sound argument, and the caption "Both a Bread Flour and a Pastry Flour" a convincing one. There is a little repetition which does not carry much weight, but apart from that the ad, advertising as it does what I consider a difficult thing to be advertised—Flour, could hardly be improved upon.

* * *

The McIntyre House Furnishing Co.'s ad has one piece of merit—in these times of supposed scarcity and hoarding of cash, you get all "good values" and any article for one dollar down and a dollar per.

This was not just what I wanted to criticise, however, but the fact that from time to time we still see bobbing up the old time methods of including freaks to draw attention. "Smret ysaE" forsooth in a very plain and ordinary furniture ad. Noah might have used such a catch phrase to advertise the excellent accommodation he had for mixed boarders, but Mr. McIntyre House, its day of efficiency is long since gone.

At Low Prices and on
smreT ysaE
Intending purchasers of Furniture or Rugs would do well to see our window. You can have your choice of any piece in the window at $1.00 down and $1.00 per week
All Good Values
THE M'INTYRE HOUSE FURNISHING CO.
R. A. Skinner F. W. Keeler
Oxford's Largest Housefurnishers

It's a good rule never to include anything which cannot be read with the greatest ease at the first glance.

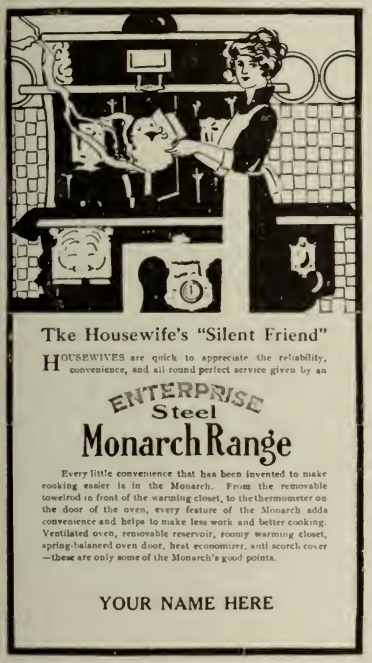
* * *

The Enterprise Foundry Co. of Sackville, N.B., send a number of their current ads for criticism from which I have selected the two reproduced in different sizes as fairly typical.

They are, as you will notice, both gotten out for use by the dealer in his local advertising,

space being mortised for his name and address.

This is most helpful assistance for any dealer, if he can be induced to co-operate whole heartedly and use the advertising intelligently, but too often manufacturers ship their whole series of electros un-


Tke Housewife's "Silent Friend"
HOUSEWIVES are quick to appreciate the reliability, convenience, and all-round perfect service given by an
ENTERPRISE
Steel
Monarch Range
Every little convenience that has been invented to make cooking easier is in the Monarch. From the removable towelrod in front of the warming closet, to the thermometer on the door of the oven, every feature of the Monarch adds convenience and helps to make less work and better cooking. Ventilated oven, removable reservoir, roomy warming closet, spring-balanced oven door, heat economizer, anti scorch cover —these are only some of the Monarch's good points.
YOUR NAME HERE

asked, and they quickly go on the dealer's scrap heap. Then they wonder why their dealer advertising is so expensive.

It is wise policy never to send out an electro till asked for from proof sheet by number.

The ads are well worded, with attractive captions, and the central display line in distinctive type stands out well, though the balance of the type might have been a little more varied. The illustrations, too, link up well. Just enough is said of the features of the range and furnace and of their virtues to attract attention and stimulate enquiry at the dealers and this, I take it, is what is aimed at.

The whole series is worthy of much praise.

* * *

Just a word on the "Royal Reserve" Whisky ad, and a pretty plain word at that.

I have often commented fav-

EUROPE AND ENGLAND
Today are calling out their
RESERVES
Canadians are calling for their
ROYAL RESERVE
Seasoned in British "Casks of Oak"—a Whiskey old and mellow with age
Call out the Royal Reserve! :: Every canteen has it
ROYAL DISTILLERY CO., HAMILTON, Ont.

orably on timeliness in advertising, but surely this is a case in which, by making capital of the European war, with its accompanying bitterness and losses, the bounds of good taste have been o'erstepped.

Perhaps I am a little sensitive in a matter like this, but whisky and war don't seem to pull well together.

* * *

"The man who is dishonest in writing advertising copy is a greater criminal than the man who cheats his neighbor. For the cheat injures only one, while the dishonest ad writer swindles a community."—S. C. Dobbs.

A MERCHANT'S PRIVILEGES

How the Good of the Community Will Contribute to the Good of Her Leading Advertisers—By J. R. Hopley

A CITY is only a composite collection of individuals. If merchants were banded together to make the city a livelier place, striving to make living conditions better, and educating the people to a better appreciation of the better things of life, there would be more enjoyment and more prosperity in that community.

If merchants fail to grasp the need of making the city a more desirable place in which to do business, it is doubtful if any one else will take the matter in hand.

After all the character of a community is very much in the hands of her leading citizens, and if the merchants of the community are not leaders in boosting, who might be expected to be?

In a small way if things were dead and people failed to show an interest in life, a few merchants might get together and decide to have a trade carnival, a street fair, a balloon ascension, a horse race or a ball tournament.

But these are all merely transient helps to activities in the community.

The easiest way to provide for a spontaneous outburst of activity is to promote some amusement enterprise.

But the blare of the bands and the beauty of the Chinese lanterns are, after all, only transient. The amusements of the occasion only lasts so long as they last.

More substantial things are necessary if we are going to have permanent interest and permanent prosperity.

Local conditions must be made right to insure trade conditions that will stand through months and years of time.

Activities must be such that trade will continue through hot and cold weather and so that the rotation of unfavorable general conditions will be felt less locally.

The substantial conditions which make a solid community must be looked after by the men of that community.

Trade expansion is easier if local conditions are right, and collections are safer if the social atmosphere is what it should be.

When community standards are kept up to a right pitch for commercial expediency, moral results will naturally follow.

Every merchant should help in establishing substantial enterprises in the community. Every individual is interested in having factory buildings built and filled, plenty of houses for the workers of those factories, modernization of homes to appeal to better quality folks, safer surroundings so that trade may be safer, more regular and more abundant.

In some communities merchants fail to grasp the need of community standards—they think merely selling goods and collecting cash for them is their avocation.

But business is built on a safer

platform than mere buying and selling.

No merchant is safe in any community unless his customers are appreciative of the best things in his store, and able to pay for them if they do appreciate and buy them.

A community platform on which the merchants of the community are working in harmony should not be so much concerned about credits or hours of work as they are of having local conditions that will insure happy, prosperous citizens in general.

Factory locating, house building, street improvements, sanitation, lower cost of necessities, right prices for everything, are things in which a merchants' association should take an interest and should endeavor to work out for the general public good.

The merchant who is neglecting his responsibility for making his community better is neglecting a privilege, and eventually that neglect will be to the detriment of his establishment.

But this is a matter not entirely ethical, that it is not a matter entirely of ethics. The good conditions in the community should be heralded far and wide, the advantages of trading there must be spread "where he who runs may read," and the advantages of the stores are as much a matter of public good as any other advantage the city possesses.

The midsummer is a good time in which to think out the methods by which the community can be made a center of interest.

Merchants could well afford to put in their vacation time trying to solve problems which would be for the permanent value of the community, and through which great advantage can come to all.

There are boosters and knockers in every locality in the world—probably will be when we reach the great Celestial City.

But the need of the present is to promote the booster spirit and let the knocker become a solitary atom, meriting the disrespect of those who hear his complaints.

The need of the times is for bigger ideas and broader conception of life, and business and everything.

Economics are not so necessary if the people are living in favorable surroundings. Cramped care does not stalk before the people who are well housed and well fed. Anxieties are not the part of the person who realizes that the community is composed of merchants and other leading citizens striving to make conditions better.

Some men might think this is not a part of an advertising programme; but the fact is it is the great programme that makes effective advertising possible, and the more merchants who are interested in it the better can be the effect, and the sooner can the needed improved conditions be accomplished.

The merchant who is a leader in all things will soon inspire others with the need of helping, and the community in which there is an effort to preserve favorable conditions will be a community in which honest advertising will readily sell honest goods.

—*Advertising World, Columbus.*

MEN AND MEDIA

The following seven newspaper men, all from the staff of the Halifax *Herald*, have enlisted for service at the front: W. H. Dennis, business manager; Eric R. Dennis, a member of the business and editorial staff and a son of the proprietor, Senator Dennis; Quarter Master Sergeant Mills of the R. G. A., the circulation manager; Lieutenant Dwyer, sporting editor; Colonel Sergeant Ridgeway, chief mailing clerk; Rifleman Puplett, a printer, and Corporal Connolly, a staff contributor.

The two Dennises are lieutenants in the 63rd Halifax Rifles.

* * *

C. W. Niemeyer, librarian and special writer on the staff of the Edmonton (Alta.) *Daily Journal*, has gone to the front as a member of the 19th Alberta Dragoons' overseas contingent.

* * *

Captain B. Douglas R. Eppes of The Toronto *World* staff and commissioned with the 36th Regiment has joined the Canadian troops at Valcartier.

* * *

E. St. Elmo Lewis has resigned as advertising manager of the Burroughs Adding Machine Co., Detroit, and on September 1 became vice-president and general manager of the Art Metal Construction Co., Jamestown, N.Y.

* * *

Maurice Arby, political editor of *Le Temps*, of Ottawa, has gone home to join the French infantry, in which he is a lieutenant. Mr. Arby was also a consular representative at the Canadian capital.

* * *

Claud A. Pascoe, a member of the staff of the Toronto *Star*, has joined the French army. Mr. Pascoe has served his time in the British navy, his father holds a commission as admiral in the navy at the present time, and his family has been identified with Britain's sea wars for generations.

* * *

J. Nimmo Scott of *Canada Monthly*, lieutenant of the 90th Regiment, Winnipeg, has joined his regiment at Valcartier. On the evening of his departure he was entertained by a number of his advertising friends at the American Club, Toronto.

* * *

N. G. Trotter has resigned his position as advertising manager of the *Daily Province*, Regina, Sask. His place is being taken by Wm. Van.

* * *

Ernest Belanger has instituted action of $26,000 and $11,000 respectively, against the Montreal *Evening News* and the Montreal *Daily Mail*, the dispute having arisen on the question of the expropriation by the city of the value of the assets of the Montreal Water & Power Co. Mr. Belanger is also suing *Beck's Weekly*, Montreal, for $5,500 damages for alleged libel in the same connection.

C. H. Ashley, late advertising manager of the Montreal *Herald*, is now advertising director of the Referendex Company Ltd., Toronto.

* * *

La Patrie, Montreal, has for some time advocated and practiced the selling of service as well as space. Recently a card was mailed to every responsible grocer in Montreal, 842 in number, advising them to handle the goods of a wholesaler who advertised in *La Patrie*, the worth of whose goods the paper vouches for. This is a form of service to the advertiser which has much to commend it.

* * *

J. C. Kirkwood, well known in advertising circles, has commenced practice as publicity and merchandising counsel, at 572 Huron St., Toronto.

* * *

The Prince Rupert, B.C., *Daily News* has been acquired by A. G Dawson.

* * *

Le Temps, Ottawa, is now under new management, and is in occupation of its new building and plant. A systematic circulation campaign is in progress and we understand that rates are to be advanced on the first of October. This paper reaches a large number of French speaking people in the Ottawa district and has our best wishes for continued success.

* * *

As a novel way of advertising their facilities, the Calgary *Herald* have recently had a motion picture taken, featuring every department in the making of a big daily newspaper. This has been released to a number of "movie" theatres, and the educational as well as their advertising value must have been very great. Such enterprise is to be highly commended.

* * *

With the title of "The Wonders of Niagara," the Shredded Wheat Company have just published a remarkably fine illustrated booklet

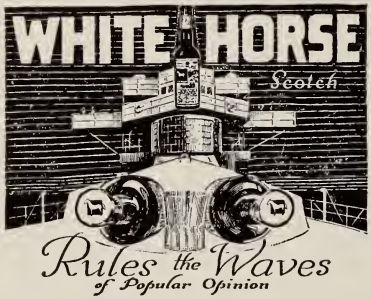
Fair Weather or Foul?
The Standard Barometer will inform you 30 hours ahead just what the weather is going to be like.
It is an accurately constructed instrument. The Thermometer is a long range Fahrenheit, registering 50 degrees below zero to 120 degrees above.
FREE TO SUBSCRIBERS TO THE
WEEKLY FREE PRESS
and PRAIRIE FARMER
COUPON
FREE PRESS WINNIPEG
AT EVERY TEMPERATURE AND IN ALL WEATHER
THE WINNIPEG FREE PRESS IS THE WEST'S BEST NEWSPAPER

A novel subscription offer

telling all about the scenic wonders of that remarkable region and incidentally depicting, pictorially and otherwise, the huge modern factory at the Falls and emphasizing the care, facilities and cleanliness enjoyed in every process of the production of Shredded Wheat.

This kind of literature is right at the top of the "worth while" class and cannot fail to answer its purpose.

K. S. Fenwick has left the Gagnier Advertising Service, Toronto, to connect with the Publishers of *Everywoman's World* as Director of Service Department. This will further ensure their valuable space, making greatest possible returns to their advertisers. Mr. Fenwick is singularly well equipped for his new position as he has all the advantage of several years of experience as a retail and mail-order advertiser in departmental stores,



Bad "use" of the war.

as Publicity Commissioner for the City of Quebec, and now for over a year having the responsibility of handling and preparing plans and copy for 16 important accounts in agency work.

* * *

THE WILY GERMAN

IN a cable despatch from Paris a few days ago the New York *Sun* told of a remarkable series of posters dotting the countryside of France. Ostensibly the signs, which were "made in Germany," advertised "Bouillon Kub," a soup preparation. In reality, according to reports, they were intended to serve as signals to German army officers should the troops ever penetrate the interior of France.

Thus a square yellow poster would carry the information "Food is abundant around here," while a round red sign would advise the initiated that "This ground is mined."

Many geometrical figures and most of the colors were utilized, and animal forms, flowers—even the Stars and Stripes—were employed. And each figure and color had its particular significance.

But the Minister of the Interior got wind of the system and telegraphed orders broadcast to destroy the posters. So now "Bouillon Kub" is advertised in France no longer.—*Fourth Estate.*

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OUR business last month confirms the statement we have made many times—the paper through which advertisers can best secure business in Toronto, and which is the last to suffer if advertising lists are being cut, is THE EVENING TELEGRAM.

In August, we carried only 319½ columns of advertising less than in August, 1913. When this is compared with the total amount carried and with the loss sustained by other papers, the difference is insignificant.

Conditions are returning to normal, and there is much business to be secured in Toronto, and—

"In Toronto, it's THE TELEGRAM"

THE EVENING TELEGRAM

TORONTO -:- CANADA

The Advertisers' Best Buy

"The Ontario farmer is the man with the money just now, country bankers have been telling Globe correspondents during their investigation of crop conditions. Advertisers will no doubt remember that the Ontario farmer reads the Globe."
Editorial Note, The Globe,
July 24th, 1914.

All indications point to the fact that the best market for manufactured goods this fall and winter will be the towns and townships of old and new Ontario. That is the field The Globe covers more completely than does any other medium.

The Globe has a circulation larger by many thousands than that of any other morning paper in Canada.

The Globe uses no premiums, sporting extras or guessing contests to artificially boost its circulation.

The Globe will, upon application, mail a booklet to any address showing exact circulation of Canada's National Newspaper in every post office in the Province.

Correspondence solicited on any phase of advertising.

The Globe

TORONTO - - CANADA

The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 7
NUMBER 10

OCTOBER
1914

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Positive Proof of the Pulling Powers of "The News," Toronto, from a Regular Daily Advertiser Since the First Day of Publication

Murray-Kay, Limited
17-31 King St. East
Toronto

The News Publishing Co.
Toronto

Dear Sirs:--

Murray-Kay Limited and their predecessors W. A. Murray & Co. Limited and John Kay Company Limited have advertised extensively in THE NEWS ever since it was published.

No advertiser planning to cover Toronto and the Province of Ontario can afford to leave so well edited and influential a newspaper out of his calculations.

Yours truly,

MURRAY-KAY LIMITED

Per J. L. Dawkins,
Adv. Mgr.

Don't Omit "The News," Toronto, from your Fall List

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 7. Toronto, October, 1914 No. 10

STRAIGHT TALKS

KEEP CONDITIONS NORMAL

ELSEWHERE in this issue will be found extracts from a number of letters received by us from manufacturers in reponse to our request for an expression of opinion of existing conditions, and for a statement as to how advertising was being affected in a number of different lines of trade.

It would have been unwise to expect anything like unanimity in the replies received, but a perusal of these extracts will convince even the "doubting Thomases" that general trade conditions are not nearly so bad as they are painted in some quarters.

When leading manufacturers of a wide range of articles can give such assurances as "there will be no curtailment in the expenditures for advertising in 1915," "we are keeping up our advertising this season," "our advertising is running just as large as last year," "we are going along a little bit quietly for the present, but we are preparing for a vigorous spring campaign," "it is our intention to carry along our advertising campaign," "we are carrying on an extensive newspaper campaign throughout the country," "we have decided to increase our advertising at the present time,"—to select a few at random from those received, it is plain that the biggest of the Canadian manufacturers realize that at a time such as the present, the power of publicity is the most potent force available to restore and re-create public confidence.

The Maclean List

The President's Office - - - October, 1914

AN index of the value of any MACLEAN Publication as an advertising medium is the number and character of the firms using it.

Every MACLEAN publication is produced by able men of broad experience in closest possible touch with the interests it is designed to serve.

□ □ □

With respect to editorial features, writers and contributors, illustrations, covers, paper and printing, no expense is spared.

□ □ □

The MACLEAN publications are admittedly supreme in their respective fields.

□ □ □

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

Your Customer is a reader of the MACLEAN publication related to your interest. Be where his eyes will see the message you have for him.

Specimen copies and advertising rates sent on application.

The Maclean Publishing Co., Limited
143-149 University Ave., Toronto
also at
Montreal Winnipeg New York Boston
Chicago, Cleveland and London

We, in Canada, may well take to heart the slogan, "Business as usual," which has been adopted and acted up to by the entire business community in the British Isles.

If those in England, separated by only a little more than forty short miles from this Titanic battle struggle, can go about their daily tasks with unruffled nerve, and can enjoy their pleasures as of yore, surely we, so many thousands of miles away, have little cause to get panicky, and upset in a moment the established habits of life.

Ample proof has been given of Canada's whole-hearted support of the mother country in the Empire's present crisis, and she will be ready to come to her assistance with still further contributions in men, goods and financial help, but we in Canada who for divers reasons cannot go to the front, can render a most signal service by a calm determination to keep the wheels of industry moving as usual, and if normal conditions are to obtain there must be no let up in the use of the publicity of the printed word.

We have but little patience with the housewife who, at the first breath of war dismisses the maid-of-all work or does without the $1.50 scrub woman—with the well-to-do man who exercises "necessary" economy by firing chauffeur and gardener—with the society dame who talks of cancelling all dances and other entertainments this winter.

Such employees as these and many others like them are those on whom lack of employment falls with a very heavy hand, and again we would emphasize that it is our duty and at the same time the greatest public service we can perform, to keep up a cheerful, hopeful spirit and go on our several ways with as little thought as possible to the tragic events on the other side.

THE TREND OF BUSINESS

ALTHOUGH business in general has shown, as was to be expected, in the past few weeks, the bad effects of the war, yet a number of factories, notably those making textiles, woollens and leather goods, report a big accession of trade for this time of the year, occasioned by the exceptional government demand for these goods.

But wholesale houses, particularly those dealing with the building trades, report a slackness of business and money is undoubtedly scarce here.

The sections in which the greatest activity prevails are, without a doubt, the agricultural centres, and here reports are exceedingly satisfactory and collections reported as above the average. In fact, throughout the Western Provinces things are in a more healthy condition than for some time past.

The Wide-Awake Manufacturer

is given the opportunity of a lifetime to get in **right now** with his goods. Some people—and many of them—have "got the habit" of buying foreign stuff. **Why not the Made-in-Canada article?** You can have this market for the taking.

"GET THE GOODS OVER"

by advertising in Hamilton's leading newspaper—

THE HERALD

The most widely read daily newspaper in the city of Hamilton—the **one paper** in Hamilton that **goes home** because of its standing as a newspaper of character.

A newspaper, not an organ.

THE HERALD PRINTING CO., LIMITED
HAMILTON, ONT.

Perfect Printing Quality Electrotypes Delivered on Time

We have been doing electrotyping for the largest concerns and magazines —whose service requirements are the most exacting. Every plate ordered is scheduled for delivery at a stated hour, practically always the same day ordered—and all deliveries are made *on schedule*, absolutely when promised. The service that these concerns require of us—that we give to all our customers—we will give to you, no matter how small or how large your orders. Send your electrotyping to us and

You'll Get Them When You Want Them

You can depend upon it. You will never be disappointed. Every electrotype will be ready to print when you get it. We pay strict attention to all details. You save yourself all worry and possibility of loss because of delays by using our service. You can save money in more ways than one—if you have electrotyping to do—by getting in touch with us. **Phone Adelaide 3260.**

Special Facilities for Multigraph Plates

WILSON-HUNT CO., TORONTO, ONT.

These are the observations of a leading mercantile agency, and can be taken as authoritative.

So, then, there is little to go into hysterics over, and an early improvement in the depressed trades may be looked for when the money for the bounteous Western harvest gets into wider circulation.

The advance or decrease in the different sources of revenue of our large daily papers provides a reliable gauge of public confidence in the industrial enterprises of the country, and reflects the attitude of the purchasing public, and the following comparison will be of interest.

True, without exception, at the outbreak of the war the daily and magazine press were hard hit by the withdrawal of most of their foreign and some local advertising, but the far-seeing ones quickly realized the mistake of curtailing their appropriations, and advertising expenditure is now taking on again normal proportions.

The *Montreal Star* in a recent issue instances a comparison which certainly shows that in some sections, at any rate, money is anything but short.

The figures given below represent the number of remittances and payments made over the counter at the *Star* offices during 10 days of 1914, and the corresponding ten days of 1913.

In 1914 the total for 10 days was 20,332 payments against 17,515 payments in the same period of 1913, an increase of 2,817,—a remarkable evidence we take it, that despite the frantic shrieks of the scaremongers, the public is going quietly on its way, paying its debts, and even investing in the luxury of an annual newspaper subscription.

It is hard to convince a man, of course, whose trading has fallen off badly, that such conditions are bound to adjust themselves shortly, but we assert with the greatest confidence, that advertising, more than anything else, is the tonic to restore to any business a little out-of-sorts its pristine vigor and prosperity.

A NEW DEPARTURE

WHAT is a decidedly new departure in local advertising has been appearing in the local press during the past couple of weeks and is deserving of more than passing notice.

We refer, of course, to the co-operative advertising calling attention to Tuesday and Thursday bargains at the St. Lawrence Market, Toronto,—days on which hitherto the attendance both of buyers and farmers, has been sparse in the extreme.

On the previous Saturday the newspaper advertising had been forcefully backed by streamers on the farmers' carts bearing the legend, "We will be here on Tuesdays and Thursdays," and preceding these days advertisements 7″ deep by 4 columns, with the caption,

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(FOUNDED 1866)

LONDON CANADA

is recognized everywhere as the leading Agricultural Journal of Canada.

Subscribers and advertisers are equally well cared for by employing only the most experienced editors obtainable and by eliminating everything from its columns (both editorial and advertising) that savors of unreliability.

Write for sample copy and rate card to

THE WILLIAM WELD CO., Limited

LONDON CANADA

A BUMPER CROP

ESTIMATES compiled from the Provincial Government of Alberta Reports, indicate the grain crop for 1914 will be about 81,000,000 bushels as compared with 77,000,000 in 1913 or an increase of 4,000,000 bushels. This record crop at good prices will insure an ample market for all staple commodities.

To participate in this increased market, copy should be prepared at once for insertion in the

EDMONTON JOURNAL

The recognized Leader in circulation, in complete news service, as well as in display and condensed advertising in Edmonton and surrounding district.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)

Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man. John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

"Come to St. Lawrence Market," followed by a list of bargains under such sub-heads as Meat, Produce, Fish, Poultry, Flowers, etc., occupied prominent positions in the daily press.

The farmers did their part by turning up in large numbers with a very high grade and varied line of produce, and the response of the public was productive of almost startling results.

The idea is an excellent one and has caught on at once to the mutual benefit of both producer and housewife, and it looks as if this may be the forerunner of a mutual benefit league that would extend over the winter months, while the cost of produce is at its height.

It is surely a shining example of the benefits of co-operation.

TACTICS IN ADVERTISING

THE charges en masse to which the Germans resort in the war are the fruit of scientific calculation. The Germans have a philosophic belief in the effectiveness of weight, of launching aggressive movements with carefully conserved and collected momentum. In effect, they are using the same principle as the business men and others do when trade is dull, stimulate it by massive advertising attacks upon the minds of the public. There is a difference, of course, for while German assaults en masse are vigorously and determinedly opposed by forces equally powerful, the advertising assaults upon public attention are conducted upon an unresisting object. What advertising has to overcome is inertia, or lack of information, or perhaps indisposition to do business. The negative resistance of such conditions of mind is much more susceptible to strongly-pushed attacks. Under circumstances at all favorable, these can seldom fail of being effective.

One of the German professors in the United States who has been making himself rather notorious as a pro-German, Prof. Munsterburg, recently wrote a book on "Psychology and Business Efficiency." In it he dealt particularly with the psychological qualities of advertising. One of his objects of analysis was "memory-value." Of this he wrote:—"The pure memory value is especially important, as, according to a well known psychological law, the pleasure in mere recognition readily attaches itself to the recognized object. The customer who has the choice among various makes and brands in the store may not have any idea how far superior one is to the other, but the mere fact that one among them bears a name which has repeatedly approached his consciousness through advertisements is sufficient to arouse a certain warm feeling of acquaintance, and by a transposition of feeling this pleasurable tone accentuates the attractiveness of that make and leads to its selection. This indirect help is economically no less important than the direct source." Another thing Prof. Munsterburg found out, by experimenting with specially compiled books of advertising, was that the memory-value of a full page advertisement is considerably greater, in propor-

The Farmer's the Man

who, while deeply deploring the war and its attendant horrors, is the first to profit by it.

The History of the Crimean War and the American Civil strife seems to be repeating itself in the effect of the present conflict on the farming business. Wheat in Western Ontario sold as high as $1.23 per bushel, cash, a few weeks ago.

The farmer then, more then ever before, is the man to be counted in when planning the advertising campaign for the coming season's business.

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

stands ready to carry you appeal into the most prosperous farm homes of the Dominion.

The paper's circulation has been built up on the editorial policy of, more and better live stock on the farm—and some mighty, progressive thousands of farmers watch for Canadian Farm each week.

Our efforts to enlarge this number are not decreasing. A full circulation staff is now working on salary, in Ontario.

Full information regarding this circulation and advertising rates gladly furnished on request.

The FARM PRESS Ltd.
Publishers
181 Simcoe St. - TORONTO
A. M. ORME, Advertising Manager

The London "Free Press"

Western Ontario's Foremost Newspaper
Member Audit Bureau of Circulations

Sworn circulation—
Over 40,000 net paid
exclusive of war extras.

Concentrated in the most thickly populated—English speaking—district of the Dominion.

Canada's prosperity is vested in the productive power of her farmers.

Western Ontario leads in intensive farming and stock raising, as well as in industrial production. And no one in Canada has more good reason for standing up to shout "Business as usual" than the prosperous Western Ontario Farmer.

Don't forget these facts when figuring how to get 100% results from your advertising.

Rate card and detailed circulation statement by return mail direct or from

EDGAR J. GUY
61 Canada Life Bldg.
TORONTO

tion, than that of a half or quarter page. An eighth-page has about only one-twentieth the psychical value of a full page. He likewise found out by experimenting that repetition has a stronger memory-value than mere size in display. He says:—

"A business man who brings out a full page advertisement once in a paper which has 100,000 readers would leave the desired memory impression in a larger number of individuals than if he were to print a quarter-page advertisement in four different papers in four cities, each paper having 100,000 readers. But if he uses the same paper in one town, he would produce a much greater effect by printing a quarter-page four times than by using a full-page advertisement only once."

These principles seem to be fairly well understood by the larger advertisers, but their scientific side is interesting. In the present slackening of business caused by the war the commercial fraternity would find it to their advantage to apply to their advertising the military principle of massed attacks.—*Mail and Empire.*

THE TROUBLE MAKER

RICHARD H. (Dick) WALDO, till recently manager of *Good-Housekeeping Magazine*, has such a novel and striking thought in a recent circular that we do not hesitate to pass it on.

The above journal has, as you are probably aware, taken a foremost place among the magazines and newspapers of the world in its determination to eliminate untruthful and misleading statements and has gone so far as to refuse the insertion of superlatives.

Cheapest, purest, finest, best are not accepted in its ads, and the last in particular has come under the ban of the advertising censor, who thinks it inconsistent to allow statements of this description, and at the same time to guarantee to the consumer every claim that the advertiser makes.

And here is what Mr. Waldo has to say about the suffix "est"—the trouble maker: "I never met a manufacturer in my life who said he made the 'second best' article on the market! I never expect to! But I think that if this *rara avis* should turn up, and advertise his product as 'second best,' the startling, the revolutionary frankness of the thing would sell his goods."

This idea is an unique one, because what does "best" really mean? Best for whom? For what? What might be best for Brown would not suit Jones, so the trouble maker "est" as far as *Good-Housekeeping* is concerned is relegated to perpetual exile.

In the letter from the advertising manager in which he encloses the interesting circular noted above, there is a footnote—just this and no more.

"*Saturday Evening Post* is the premier advertising medium, in volume of response and effect upon dealers."

A clever conclusion to a clever letter you will agree, for surely the inference is that "G. H. M." is an excellent second.

DELIVER THE GOODS

THERE's a man in the world who is never turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town,
Out where the farmers make hay;
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods;
Wherever he goes there's a welcoming hand—
He's The Man who Delivers the Goods.

The failures of life sit around and complain:
The gods haven't treated them right;
They've lost their umbrellas whenever there's rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs,
The air of their own neighborhoods;
There's a man who is treated with love-lighted eyes—
He's The Man Who Delivers the Goods.

One fellow is lazy and watches the clock,
And waits for the whistle to blow;
And one has a hammer with which he will knock,
And one tells a story of woe;
And one, if requested to travel a mile,
Will measure the perches and roods;
But one does his job with a whistle or smile—
He's The Man Who Delivers the Goods.

One man is afraid that he'll labour too hard—
The world is yearning for such;
And one man is alert on his guard.
Lest he out in a minute too much;
And one has a grouch or a temper that's bad,
And one is a creature of moods;
So it's hey for the joyous and rollicking lad—
For The One Who Delivers the Goods!

WALT MASON
in the "FRA"

THE EXTRAVAGANCE OF ECONOMY

By A. T. Enlow

SUPPOSE you put it up to a customer like this:—You say that you are going to get something cheaper for the time being, and that perhaps in a year or two you will buy the right thing and can then afford to pay the price. You call this *economy* because it means a smaller outlay of money right now. Mr. Buyer, in the congested sections of our great cities poor people are practicing the same sort of economy; they pay 60c a sack for coal. Each bag is supposed to contain 100 pounds; in reality it contains about 85 pounds 23½ of these sacks would make a ton and at 60c a sack each ton of coal would cost $14.10 and yet the retail price of this same coal is only about $7 00 per ton.

Cheap things are made for people who cannot pay more; who are forced to get along the best way they can. The people who buy goods or services in this way invariably pay out more in the end by having paid less in the beginning.

A family living in the better part of a city pays $50.00 for an apartment containing 1,500 square feet: that is at the rate of 30 square feet for every dollar. The families over in the congested poor district pay $8.00 for one room containing 150 square feet or at the rate of 19 square feet for a dollar. That's the difference. A difference that reaches out and embraces goods of all classes and for all purposes.

Long before the time has come for you to afford something better, you will have paid the price times without number in inconvenience, lost efforts and poor results. If you need a thing, Mr. Buyer, you need it so much that you simply cannot afford to get along with anything but the best. The more you need it the more certain you may be that it should be the best.

Always without exception, the *cheapest thing is that which delivers the best service.* To consider anything else is to practice false *economy.* A momentary economy founded not on future benefit but on the dollar retained at the time of purchase.

A man cannot do more than his intelligence allows, and on the same basis an article cannot do more than its *quality* permits. Now since your object in purchasing an article is to use and secure certain results is it not even more unwise to buy an inferior article than it is to buy farm land that lacks fertility.

You can buy a suit of clothes for $10.00 or $12.00 or you can buy one for $25.00 or $30.00; both are represented by the merchant as good suits of clothes, but with the cheaper suit the buttons come off, the button-holes rip open, it does not fit right, it shrinks, gets out of shape and it wears out before it should.

IT is the only National Jewish Daily in Canada, and the only Jewish Daily in Ontario.

IT reaches every Jewish home in the Dominion.

IT appeals to all classes and all sects of the Jewish faith.

IT includes special articles of peculiar Jewish "news" interest, not found elsewhere.

IT CIRCULATES AMONG DISCERNING, STEADY BUYERS.

IT is read by people who readily patronize those advertisers who use the columns of their own paper.

IT carefully edits its advertising columns and rejects all unscrupulous and unclean advertising.

INCLUDE

THE

TORONTO

DAILY

HEBREW

JOURNAL

AS AN

Advertising Medium

ON YOUR 1915 LIST

A trial order will convince the sceptic and convert him into a permanent patron.

Rates and details from any recognized Advertising Agency, or direct from the

Canadian Jewish Publishing Co., Limited

67 ELIZABETH ST. PHONE MAIN 4582

Publishers of the

Toronto Daily Hebrew Journal

Quality in an article is like *ability* in a man and the price of an article is like the wage that a man is willing to work for. When you hire a man you find out what he can do, what his experience has been, his character and habits. A man who is willing to work at the lowest wages is not as capable as the high priced man and is slower, wastes material, and makes costly errors.

The real cost of an article is not the price you pay but the use you get. To-day the value of things is based on the service rendered, not on the purchase price.

If you ask the butcher for a roast for a family of six and he sold you one for 75c and it was a good one and each person had a sufficient portion, you would be satisfied; but suppose the butcher across the road offered you a roast for 50c which made up in toughness what it lacked in flavor and there was not sufficient to go around the table, where would be the wisdom of the lower price.

The man who makes it a practice to surround himself with the low priced articles is always in hot water. There is always something happening: disappointment is ever present. Competing articles made to fill the same need, hardly ever fill it. Just as good is seldom good and never just. It pays to get the best just like it pays to plant the best seed.

If you can buy absolutely recleaned seed for $2.00 a pound, there would be no economy in buying seed at $1.50 a pound which contained 40,000 weed seeds; the more abundant growth of results through use, off sets the initial saving cost of ownership.

Every salesman is a general who is leading a battle against prejudice, *false economy*, lack of interest and often ignorance. Generals

New Price $925
The Beautiful New 1915 Maxwell "25"
New Price $925
Holds the Road at 50 Miles an Hour
The Sensation of the Automobile Year
Here are the Seventeen New Features

One of the best of recent auto ads. In every way convincing

who win battles are prepared; *generalship is preparedness* and it means mastery over details.

If you have already demolished your customer's contentions about your *not high priced* but *fair priced* products, worth every cent you ask for them, here's a few more thoughts:

One man owns a perfectly good building on a street corner and nets therefrom an income of $1,000.00—some other man comes along, buys the corner, tears down the building, borrows some money, and by putting up a better and bigger building nets $2,500.00 a year.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

EXCEEDING

6,000

IS NOW THE CIRCULATION OF

THE EVENING RECORD WINDSOR

—and it is still going up.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
The Canadian "Printer's Ink"
Mail Building TORONTO

One man pays $2.00 for a camera and another pays $350.00 for the lens alone. The first fellow takes ordinary pictures, the other one becomes famous by taking wonderful pictures.

One sick man diagnoses his own case, buys patent medicine to cure his condition—*and dies.* Another consults the best physician in town—*and lives.*

Price pays for more than what is bought; it pays for the utility of what is bought. Low prices pay for less in usefulness; higher prices pay for more. Just as a cheap piece of furniture warps, checks, and becomes unglued, so does everything that is essentially cheap fail in the fulfilment of its purpose.

Price bases its real *economy* on *bed rock merit* and not on shifting sands of the temporary saving. Oak trees are not grown from rag weed seed and worth is not produced by expedient economics. *The greatest economy* is the kind that considers the days and years to come.

Which shall it be *recede*, *proceed* or go to *seed?*

THE CANADIAN MANUFACTURERS' OPPORTUNITY

By W. G. Rook, President Canadian Ladies' Home Journal

JUST why the business men of Canada have "cold feet" I am at a loss to understand, but as it is an accepted fact that such is the case, it is up to us to do all we can to counteract this feeling and to preach optimism at all times and stop talking "war."

The present trade conditions naturally have had their effect on the *Canadian Ladies' Home Journal*, but being a publication having a large rural subscription list, we are not affected to the extent of other publications.

We must be content with the present condition as we find it, but having a desire to get information that would enable my forecasting the trade conditions for some months to come, I have spent nearly a month in the largest cities of the United States from New York to Philadelphia on the East, to Chicago and Milwaukee on the West, and while trade conditions are not as good in the Eastern States as they are in the middle States, yet there is a feeling that within the next few weeks there will be a decided change for the better, and that trade will be resumed, and it will not be long before all will be normal or even better than ever.

The manufacturers upon whom I called were of the very largest in the United States, and almost without exception they are talking enthusiastically of the wonderful trade possibilities and opportunities for the United States manufacturers, and in place of sitting down, wringing their hands, and bemoaning their fate, as has been the case with a number of Canadian manufacturers, they are making themselves busy in an effort

Three-Fold Service

Designing **Copy-Writing**

Printing

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL: 13 Coristine Bldg.
J. J. Gallagher, Managing Director

to solve their changing trade conditions, and have determined to meet the situation fairly and squarely and to that end they purpose spending as much, if not more money in advertising next year than they have spent this year.

The immediate future is exceedingly bright as far as I can learn from my trip, and my feelings are that this is not the time to cease advertising, save under rare conditions. The harder the fight, the more one needs his best weapons. The more "quitters" there are, the more there is in it for the rest of us, and we who keep ready and active and fit, we who keep in the thick of things, dull times and good, will hold immeasurable advantage when the "tide comes in."

The man who ceases advertising to-day is, to an extent, committing business suicide, and those who maintain their advertising schedules will surely reap the rich reward and the names of their products will live longer in the minds of the public than the names of those who periodically get "cold feet" and stop advertising every time a thunder cloud appears on the horizon.

I have been so impressed with the expressions of opinion on the part of large United States manufacturers, that I honestly believe we are on the verge of the greatest era of prosperity America has ever experienced.

Already there is a keen demand for information concerning Canada on the part of United States manufacturers. They are determined to capture the Canadian market for goods that have formerly been supplied by European countries. The peculiar part of the whole situation is the reluctance on the part of many Canadian manufacturers to jump in and secure the trade themselves. They can do it if they make up their minds to go after the trade, but as long as they are hiding under a cover, they cannot accomplish anything, nor will the Canadian public ever be able to discover them.

Already there is a feeling spreading throughout Canada that whenever possible a person should purchase goods of Canadian manufacture. This is all right as far as it goes, but how can this plan be carried out to a successful issue if the Canadian manufacturers will not supply this demand or make some effort to supply it.

From the patriotic standpoint, naturally, I would like to see Canadians buy Canadian made goods when it is consistent to do so, but speaking from a publisher's standpoint, Canadian publications will be sought out for the carrying of United States advertising, and it certainly appears to be an opportune time for Canadian manufacturers to start the wheels of commerce going, and resume operations in order to supply the Canadian demand for Canadian goods. This demand is much keener than many of them will allow themselves to believe.

Stealing knowledge is the one crime that may be condoned.

PERFECT REPRODUCTIONS OF

YOUR GOOD HALF TONES and ZINCS

We have, at great expense, in our new premises, installed every known machine and device that makes for accuracy and rapid delivery — in short for perfect plates.

And our prices are no higher than others. Conscientious, painstaking workmen and efficient machinery have enrolled among our customers those who *know* good plates.

Cuts guaranteed delivered *when* you want and *as* you want them.

Note New address;

THE

National Electrotype & Stereotype Co.

LIMITED

229 Richmond St. West **Toronto**

The Gazette

MONTREAL

is read by the better-class people of Montreal—the people who want only the best and who are prepared to pay for it.

Because it is eminently a sane and reliable newspaper, these people prefer The Gazette to any other Montreal newspaper, even though it costs them double.

THEREFORE—The Gazette is emphatically the medium to use to introduce a QUALITY article to the Montreal public.

Advertisement Rates on Application

THE GAZETTE PRINTING CO., LIMITED

MONTREAL

WHAT'S DOING AT THE AD CLUBS

EDMONTON.

Seven hundred gathered at a recent luncheon of the Industrial Association to hear the report of the successful trip to the Toronto convention. The chief speakers were C. S. Hotchkiss, the Rev. Dr. Armstrong, W. A. Milne and President W. J. McGrath, and further financial support was guaranteed to help along the good work of the association.

* * *

MONTREAL

The Publicity Association held their annual meeting on September 29th, and discussed several proposals regarding club premises. An effort will be made to arrange for the leasing of the Commercial Travellers' Club quarters in the Read Building, and the arrangements for the amalgamation between the Advertising Club and the Publicity Association were further brought up, but, however, nothing definite was arrived at.

Treasurer H. N. Reid's report was regarded as very satisfactory, and new by-laws introduced reduced the number of directors, and provided for the formation of departments under the control of a director.

The election of officers for the ensuing year was made as follows: Hon. president, Theodore Morgan; president, Fred A. Scroggie; first vice-president, H. A. Robert; second vice-president, Charles Fee; secretary-treasurer, W. H. Murchison; directors, Messrs. F. A. Covert, E. M. Emery, L. R. Greene, E. H. Lawson, and R. S. Muller.

* * *

TORONTO.

The club's activities for the winter months were fittingly opened on September 21st by a most successful get-together meeting, a goodly attendance being on hand.

Solos, instrumental music and choruses went with a gusto, and a series of moving pictures taken at the recent convention were shown and much appreciated.

W. G. Rook, retiring president, was presented with a very handsome cabinet of silver in appreciation of his untiring efforts on behalf of the club.

The winners in the different classes of the recent billiard tournament were also suitably rewarded, prizes going in Class A to H. Holland and A. R. Kent, and in class B to C. Hall and G. R. Fleming.

It is planned to hold similar convivial gatherings throughout the winter on the third Monday evening of each month.

The new president, C. E. Potter, presided.

The Tuesday luncheons will in future be fortnightly instead of weekly affairs, and the first one held on Sept. 29th was chiefly taken up with reports from chairmen of the various committees.

Chairman Dennc and his committee are to be congratulated on the most ambitious and compre-

How is your Business?

In many lines of trade the slogan is "Business is Good." Reports are to hand from all parts of Canada that September, 1914, trade showed an increase over 1913.

And the only firms we have heard of who fell behind last month cut out or curtailed their advertising.

But the signs are that they are coming back more strongly than ever this Fall. They all agree that

"ADVERTISING IS THE CHEAPEST AND BEST SALES PRODUCER"

Don't forget this modern business force, and don't forget you need the advice of *trained advertising men.*

NORRIS-PATTERSON SERVICE

is thorough, personal and economical.

Many leading Canadian advertisers stay with us year after year, and we are proud to have had a share in increasing their business.

May we have the opportunity of advising on *your* advertising problem? It will in no way obligate you.

Write, Wire or Phone Adelaide 2231

Norris-Patterson, Limited
ADVERTISING AGENCY
Mail Building Toronto, Canada

hensive programme they have mapped out.

Briefly, it is planned to divide the educational work into three main sections—the Tuesday luncheons, monthly big feature nights and twice-a-week departmental sessions.

At the Tuesday luncheon it is planned to secure as speakers men who are prominent in the city's

Which Way do You Buy Sugar?
Do you say decisively:
"A 5-lb. Package of REDPATH Sugar",
or "A 20-lb. Bag of REDPATH", and
—get a definite quantity
—of well-known quality, "Canada's best"
—clean and uncontaminated
—in the Original Package?
Or do you say, thoughtlessly:
"A quarter's worth of Sugar", or
"A dollar's worth of Sugar", and get
—an unknown quantity
—of unknown quality
—scooped out of an open barrel
—into a paper bag?
Redpath
Extra Granulated SUGAR
CANADA SUGAR REFINING CO., LIMITED. MONTREAL

Original handling of a difficult article to advertise

development and government, thus creating among the members a greater interest in civic affairs, and affording a more intelligent insight into the city's problems.

At the monthly big features night a dinner will be followed by an address by some eminent leader in the business and advertising world, and there will be other special features to be announced in due course.

The most radical innovation and one which has very much to commend it, is the dividing up of the many and varied interests of the clubs into departmental sessions.

For the time being nine groups have been selected—Advertising Agents, Direct Advertising, Graphic Arts, Magazines and Farm Press, Newspapers, Outdoor Advertising, Retail Advertising, Sales Managers, and Trade and Technical Advertising.

Tuesday and Thursday evenings have been set aside for these departmental sessions which will offer an exceptional opportunity to members to discuss problems and acquire knowledge of the different forms of advertising in which they are vitally interested.

A start has already been made on a series of exhibits arranged around the walls of the club rooms, and this promises to develop into a very attractive feature.

Satisfactory reports were received from the chairmen of the Vigilance, House, Publicity, Entertainment and Membership Committees, and the enthusiasm shown argurs well for a most successful winter session.

In recognition of his untiring efforts as chairman of the Convention Committees which contributed so largely to the success of the Toronto convention, Frank H. Rowe was presented by the members with a handsome cabinet of silver.

President Potter made the presentation, and the recipient suitably and feelingly responded.

All the humor of to-day is not to be found in the Comic Sections. How does this condensed ad from the *Telegram* strike you?

"Barred Rock cockerels, bred to lay, Guelph College direct, 118 Pearson." Some birds these!

THE EUROPEAN WAR AND ADVERTISING

By Truman A. de Weese, Director of Publicity, Shredded Wheat Company, Niagara Falls

(*Although the following article from the New York Post is directed particularly to the attention of United States advertisers, there is so much hard common sense in it, which should appeal with equal force to Canadian merchants and manufacturers, that it cannot fail to be read with the greatest interest.*—THE EDITOR.)

THE business sense of the average American citizen is now being put to the test. It is the hour of trial. One looks at the big war headlines in the newspapers every morning and every evening and asks himself these questions: "Is it a good time to advertise? With such intensity of public interest in the war news, is it possible to attract the attention of the reader to the advertising columns? Is it wise to spend money in advertising at a time when the Christian nations of Europe are engaged in the business of slaughtering each other?"

Yes, gentle reader, incredible as it may seem, these questions are being seriously discussed by American advertisers. In other words: Should a merchant close his doors and go home while hundreds of customers with money in their hands are clamoring to get in?

Reach the men and women who can afford to buy advertised products through

The

Hamilton Spectator

Its circulation is double that of its nearest competitor, and it accepts advertising on that guarantee or no pay.

Should a man in Ohio go out of business because a couple of loafers are having a fist fight over in Indiana?

Because human beings are being butchered, property pillaged, and commerce destroyed in Europe, should American business men stop supplying the increased demand for the products of genius and industry?

Of course it all depends on the business a man is engaged in. If his business is entirely an export business, or if he is manufacturing a product into which enter materials that can only be obtained in a foreign country directly affected by the war, his advertising problem is a very simple one. He has nothing to sell. Should a man advertise Long Island squabs when he is raising nothing but bull frogs?

But where there is one American manufacturer who is dependent upon foreign materials, there are thousands who use only materials that are found in abundance in this country.

Will there be fewer mouths to feed in this country, fewer people to clothe, because of the European war? Will the American farmers raise less wheat because the European wheat fields are laid waste by the contending armies? Are New England factories going to shut down because the cotton mills of Germany are turned into hospitals? Is America going out of business because a vain, imperiuos "war lord" has involved nearly all Europe in war?

As the sound of bursting shells and the cries of the mangled and murdered die away from European battle fields, there will come the cry for food and raiment. But no matter what happens in Europe—we will have to feed and clothe our own people. Not only the necessities of life, but the vast and varigated luxuries of our civilization, many of them heretofore supplied by Europe, must be furnished by our own manufacturers. It is America's opportunity. It is the golden opportunity of the American business man—and hence the opportunity for the American advertiser. Instead of retrenching and curtailing

Three Times the Light—and Better Light—
at the Same Cost—that's Sunbeam
Help to keep your workmen up to their best. Use Sunbeam Mazda Lamps. They produce a soft, restful light which tends to maintain "daylight" efficiency at all times. Buy Sunbeam Mazda Lamps on our guarantee and save money. Orders filled promptly
Canadian Sunbeam Lamp Co., Limited
Dufferin and Liberty Sts., TORONTO
The Road that Leads to Greater Efficiency in Your Workmen
SUNBEAM
MAZDA

Striking use of an old argument

advertising appropriations, the far-seeing corporation will strengthen and expand its machinery of distribution, increasing its effectiveness at every point. Instead of sitting supinely by while Europe supplies mining machinery, agri-

cultural implements, shoes and other commodities to the countries south of us, enterprising American manufacturers will seize the opportunity to get a foothold in South America. If the United States Government is not permitted to buy the ships to carry this commerce, surely private capital in this land of limitless wealth and resource will supply them.

And how does the war news affect the value of newspaper advertising? To say that advertising in the newspaper loses its value and effectiveness as the intensity of public interest in the newspaper increases is to deny everything that is fundamental in the psychology of advertising. In spite of unusual news censorship American newspapers are devoured every morning and evening with increasing eagerness. The hunger for news cannot be satisfied. The newspapers are the motion pictures of the greatest struggle in human history. Their circulations are increased by many thousands; some of them have almost doubled since the war began. The newspapers are not read cursorily or indifferently. They are literally devoured. It is not possible to escape the fact that this intensity of interest extends to every column on every page. Every newspaper is read, and reread, and then sent to absent friends. The advertising shares in the benefits that accrue from the thoroughness, seriousness and accuracy of the news and the dignity of the editorial treatment. The advertising has a longer life because the newspaper that carries it has a more vivid and vital popular interest.

Would you, Mr. Merchant, or Mr. Manufacturer, choose to advertise in the newspapers at a time when the public interest in the news of the day is at the lowest ebb? By the same logic, you would also select in each town the

"Home's Warm Welcome"
THE worries of a day at business, and the chill discomfort of a stormy journey homeward at its close, make home's warm welcome doubly grateful. Cares forgotten, mind and body alike relaxed and comfortable, you feel GOOD.
Not the least of those things that contribute to the pleasure of this home coming is an
ENTERPRISE Hot Air
Blazer Furnace
It supplies the physical warmth that makes your body feel so good. And all day it has been keeping wife and children cozy and comfortable—supplying them with warmed, FRESH air, and protecting them from colds and headaches.
You can install a Blazer for less than it costs for a hot water system, and operate one for much less than it costs to heat the house with stoves. Each Blazer is sturdy and strong, and built to last a lifetime.
Warmth and Comfort
Your Name Here

Attractive layout and good copy. Dealer co-operation that counts

newspaper of the smallest circulation and the one that reaches the people of smallest purchasing power. This European war is a monstrous crime against civilization—without shadow of warrant or excuse—but among the things it should bring to America are an increased energy and power in all lines of productive and merchandising activity and a reinforcement of all the machinery of distribution.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

I REPRODUCE the ad of the Grand Trunk Railway for just one reason, and that is to emphasize the fact that it is the easiest thing in the world to waste money on advertising. Owing possibly to an oversight, but probably to carelessness, this ad-

GRAND TRUNK RAILWAY SYSTEM

LABOR DAY

Single Fare. Good going and returning Sept. 7th.

Fare and One-third. Good going Sept. 5-6-7. Return limit Sept. 8.

LONDON

$3.40 Sept. 15-16-17 | $4.55 Sept. 11-12-13-14-18

Return fares from Toronto account "Western Fair." Return limit September 21st.

OTTAWA

$7.70 Sept. 15-17-18 | $10.30 Sept. 11 to 19 inclusive

Above fares apply from Toronto account "Central Canada Exhibition." Return limit Sept. 21st.

Tickets and information at City Ticket Office, north-west corner King and Yonge Streets. Phone Main 4209.

vertisement, advertising special train service on Labor Day, September 7th, was still appearing in the local press two days afterwards. This is in keeping with another ad of the same railroad which I reproduced some time ago, showing a cut of a locomotive engine, of a kind which has not been used for thirty years, or more.

These are little things which bring advertising into bad repute, and there is no excuse whatever for their existence.

* * *

Although the ad of Surprise Soap strikes me as a little patchy, yet it has much to commend it. The half face of the clock at the outset, attracts attention, and lets you wonder for a moment what soap and clocks have in common. But I don't think it is difficult to

SURPRISE
SAVE TIME.
The "Surprise" way is quick and easy: its action is gentle not harsh!
MAKES CHILD'S PLAY OF WASH DAY
SNOWY WHITE CLOTHES
SURPRISE
A PURE HARD SOAP
DIRECTIONS ON WRAPPER

grasp the meaning—if this brand of soap is used on wash day, no later than nine minutes to nine will see everything finished. The Surprise slogan is a good one, and has been systematically popularized by these people. As a sample of general publicity and good use of small space, this ad is to be commended.

* * *

Acting, I presume, under the belief that no commodity bearing even a suspicion of a German name would sell at the present time, Dawes of Montreal have certainly hit on a novel way to eliminate the Kaiser and substitute a British name. I would take it, from the way in which the caption of this ad is worded, that under

the name of "Konigsbier" this beverage must have gained considerable popularity, or it would not have been necessary to have maintained the name, although crossed out, when it was deemed

Dawes
Kingsbeer
Königsbier
Are You Doing Your Duty As a Canadian?
If you're not going to the front at least be loyal to Canada.
And show your loyalty by patronizing Canadian products.
If all Canadians would do this and keep their money circulating in Canada, they would be doing more than anything else to help the Empire and their country.
When you drink lager, ask for KINGSBEER—a Canadian product, made by Canadians for Canadians.
If your dealer cannot supply KINGSBEER. order direct from us.
DAWES BREWERIES
617 St. Paul Street, - - MONTREAL
THE NATIONAL BREWERIES, LIMITED

expedient to use the English equivalent "Kingsbeer."

The policy of giving the preference to Canadian-made goods is undoubtedly a right one, but there must be further incentive than this, if Canadian goods are to have a lasting sale. This ad would have been very much strengthened had there been a few lines of convincing talk on such necessaries as quality, flavor, purity and the like.

* * *

The Dutch Boy White Lead advertising is always good, and an excellent point has been made in the ad reproduced, by means of a little scrap of conversation, which is common enough in every country district. Who of us have not had the experience of being directed to a particular house in the village, by being told to recognize it by its tumble down or shabby appearance? Then the copy links up very cleverly with the pleasing effect that would have

"He lives down on the river road, in the shabby, weather-beaten house on the left. You can't miss it."
Shabby and weather-beaten! A striking landmark, no doubt. The porter at the railroad station didn't mean to give the place a black eye, but that is what he did. Too bad the owner hadn't used
Dutch Boy White Lead
mixed with Dutch Boy linseed oil and tinting colors. Then the directions might have been, "That fine looking house on the left." There's nothing like timely white-leading to enhance the value of buildings and keep them a credit to the neighborhood.
Write for our Paint Adviser No. 126—a group of helps, Free
NATIONAL LEAD COMPANY
New York
Boston
Buffalo
(John T. Lewis & Bros. Co., Philadelphia)
Chicago
Cincinnati
San Francisco
(National Lead & Oil Co., Pittsburgh)
Cleveland
St. Louis

been produced, had this particular paint been used.

The appeal, too, to the householder's pride in keeping up the good appearance of his property, and to his pocket in increasing its value by judicious painting, is a timely one. I consider this a skilful and convincing ad.

* * *

The Grain Growers' Grain Company have been running a series of

particularly strong ads in the Western press, appealing to the farmer to consign his produce to them. Backed up by four letters

UNION IS STRENGTH
Service
The G G G Plan
SAVE MONEY ON FARM SUPPLIES
The Grain Growers' Grain Co. Ltd.
WINNIPEG CALGARY FORT WILLIAM NEW WESTMINSTER

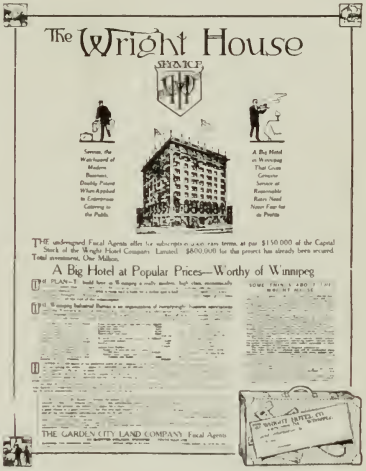
telling of the satisfaction derived from the service given by this concern, is a strong appeal to the farmer to make use of the co-operation offered.

The border design is a striking one. On the right a farmer taking his grain to the elevators, and on the left the terminal elevators delivering the grain to the ship. One would imagine that such an appeal would prove well nigh irresistible.

* * *

The Wright House, of Winnipeg, which, when completed, is to represent an investment of one million dollars, has been using full page space to place a parcel of 1,500 shares of preferred stock. The ad is well conceived and well worded. After convincing the reader that Winnipeg has need of just such a modern hotel, at reasonable rates, a short statement which can be easily grasped, shows how, without any profits from cafe or buffet, the revenue from the bedrooms alone, will be ample for dividend production.

A number of concise facts about the Wright House, answer almost every question that is likely to be



asked, and the final paragraph gives an invitation to investigate thoroughly, without any obligation.

Even at the present time, when cash is spoken of as being unduly tight, such excellent advertising of what, on the surface, appears an A-1 proposition, should have proved very productive.

* * *

Many critics are of the opinion that humor in advertising is entirely out of place, and maintain that the time is not far distant when it will be unknown. Occasionally, however, we drop across gems like that reproduced, and the

humor is certainly added to, when one realizes that it is connected with such a sober-sided, matter-of-fact business as a Saw Mill.

The little man in the picture has certainly, by his ingenuity, left no chance for a kick, unless the

No Chance for a Kick
When you buy your Lumber and Building Materials here. Looking backward over the past you may recall instances of dissatisfaction with the quality o the Lumber and Building Material which you bought
If this is so, it should certainly interest you to know that we have a stock fromwhich you can get the kind of material that suits you, at prices no greater, and often less, than you will have to pay for unsatisfactory stuff at other places.
When we sell you Lumber o Building Material, we expect you to come again. This being the case, why shouldn't we do all we can to please you in quality, price and treatment?
The fact that buyers almost invariably come back after once buying here is strong evidence that we give them "no chance to kick."
Revelstoke Sawmill Co.
Limited
TELEPHONE NO. 57

worthy quadruped, by chance, be able to use his ears in this connection.

Far be it from me to say that this is either good or bad advertising, but in the small country paper, from which it was clipped, where people have got the habit of digesting every line at leisure, I think that the illustration must have caught the eye, as it did mine, right away, and the material goods written about in the succeeding paragraphs must have been brought to their attention.

* * *

The Mennen ad reproduced is notable for two things,—first, for the really excellent drawing, and secondly for the clever use of baby talk in connecting up with the illustration.

"Baby's Three Loves—Mum-Mum!—Nan-Nan! and Men-nen!" —and then just a few snappy, well connected phrases, telling why this particular toilet powder is the best for infants.

The criticism might be made

Baby's Three Loves
MENNEN'S
TOILET POWDER
Mum-Mum ! Nan-Nan ! ! Men-nen ! ! !
MENNEN'S
TOILET POWDER.
The only reliable Toilet Powder for Baby after Bath, or change of linen.
The powder without grit—indescribably soft and pure—soothing to the delicate skin, and unfailingly giving baby a clear healthy complexion free from rashes and redness. Wherever Mennen is used sweet contentment reigns in the nursery. Ladies also find Mennen the most perfect of all toilet powders for their own use and comfort.
Thousands of doctors and trained nurses testify to its virtues and invariably recommend it.
Sold in 1/- Tins by all Chemists.
A FREE SAMPLE SENT GRATIS.
Lamont Corliss & Co., 11, Queen Victoria St., London, E.C.

that this ad is a little far-fetched, but I am inclined to think that it is just the line of talk which would appeal irresistibly to every fond mother.

Experience is great stuff—but how many of us can get more for it than we paid?

The man who knows, talks and writes without any unnecessary words. A lot of words hide the absence of thought.

LEADING ADVERTISERS DISCUSS THE SITUATION

Elsewhere in this issue we have endeavored to analyze the existing business situation, especially having regard to the effect that the present European crisis has had on Advertising. Our readers will be interested in perusing the expressions of opinion which come from such well-known advertising men as those that follow.

The firms which have replied to our request for an expression of opinion on existing conditions, and if possible for a forecast of the future, are representative of the very largest business interests in the Dominion, and their opinions cannot fail to carry weight.—EDITOR.

TRUMAN A. DEWEESE, Director of Publicity, The Shredded Wheat Co., Limited, Niagara Falls, writes: "It is true that we will have to pay a little more for wheat, and while this may affect our earnings, it will not affect the cost of Shredded Wheat to the consumer. There will be no curtailment in the expenditures for advertising in 1915, and our Company will go ahead with the construction of our new model factory in Oakland, Cal., which, when completed will make, with our Canadian plant, four model, sanitary factories working day and night to supply the demand for Shredded Wheat Biscuit and Triscuit."

* * *

Alfred Wood, Vice-President of Semi-Ready, Limited, Montreal: "I know that the plucky way to do things nowadays is to hang out the sign 'Business as usual,' and keep the corners of our mouths up.

"The general opinion is that this cyclonic war will eventually be a good thing for Canada, and that when the cruel killing is over the 'New World' will stand out as the refuge of all lovers of Peace and True Prosperity. The business outlook is hazy, and until Peace is declared or decisive victory is in sight, it would be idle for any man to peer into the future and to predict any degree of prosperity.

"We are keeping up our advertising this season, because we know that good advertising of a good thing is the most efficient method of selling that particular product at the lowest possible price, though I do here venture the statement that the worth per copy of the present day newspaper is not 50 per cent. so productive as in the day when there was not so much forced draft circulation."

* * *

W. H. Brophey, of Tooke

Bros., Limited, Montreal, writes in a very optimistic strain, he says in part: "While business is not quite as good as last year, still we have no great reason to complain.

"Our twenty-two representatives started out a couple of weeks ago on the Spring Shirt trip, and the orders being received by us are very gratifying and convince us that stocks in the hands of the merchants are no doubt very low. We are also very pleased with the Christmas neckwear business, being booked by all our travellers, and at the present time we are running our factory in this department to full capacity, and expect the way orders are coming in to keep the same going. Our other factories are running full time, but with not quite as large a staff as last year.

"Regarding advertising — we consider it the greatest game in the world. We are continuing our poster advertising, and our monthly organ is being sent out and appreciated by our customers, and up to the present time our advertising is running just as large as last year."

* * *

L. R. Greene, Advertising Manager of the Sherwin-Williams Co. of Canada, Montreal, writes: "We are quite confident as to the future. We appreciate that the present war is bound to effect business generally to some degree, it may mean more business for some few concerns, but for the majority it will probably mean less business, not perhaps any very serious falling off, but less than we are accustomed to.

"For many years we have enjoyed phenomenal prosperity in Canada, until it has become a habit for the manufacturers and merchants to expect large increases in their business each year. We have gradually come to overlook the fact that the progress of Canada is abnormal, and that if we were living in a normal country we could not expect such rapid progress and business developments as we have enjoyed during the past decade. Therefore, the check received last year and the present existing conditions on account of the war are liable to exaggerate in our minds the actual conditions—Abnormal prosperity has twisted our prospective and unless we make large gains we think that the country is going to the dogs and that conditions are much worse than they really are. If most of us could compare our business for the past year, or our probable business for the coming year with that we had five or six years ago, we would not consider ourselves so badly off.

"We feel that in a great many districts business to-day is really quieter than it should be. The reason for this is entirely the mental attitude of the merchants and people. They have been greatly disturbed by the present war and until they become accustomed to the new state of affairs and their confidence re-

turns, they prefer to sit still and do nothing, hoarding their money against some unforseen contingency that they fear may arise. This condition will wear off, in fact it is wearing off, and we have confidence that after the first of the year business will go ahead very satisfactorily.

"It has been our endeavor in a small way to do all we can to assist in building up confidence, and I attach samples of cards and other literature that we have been sending out to the trade. In addition to this our representatives are using all the influence they can in their calls on the trade to urge optimism and confidence, and as this same policy is being lived up to by many of our big concerns, without doubt a favorable influence is being exerted.

"As far as our advertising is concerned we are going along a little bit quietly just at present, but we are preparing for a very vigorous spring campaign with the trade. Of course this season of the year is not the busiest season for the paint manufacturer, even under the most favorable conditions."

* * *

R. A. Stapells, President of the McElroy Mfg. Co. (Royal Garments), Toronto, is nothing if not patriotic. "We are at the front," he writes, "determined to do or die, or in other words to keep our factory going during these anxious, difficult times We have advised our employees that rain or shine, temporary defeat or ultimate victory, orders or no orders, we will keep them and pay them until after the war is over. If we have orders, so much the better; if we have not, then we will make flannel shirts and present them to the Red Cross Society for distribution amongst our brave lads at the front. GOD BLESS THEM."

* * *

G. M. MacGregor, Secretary-Treasurer of the Ford Motor Company, of Canada, Limited, Ford, Ont., contributes a most interesting letter, with some very definite opinions with regard to the possible duration of the war:

"It is our intention to carry along our advertising campaign, doing just about as much advertising as we ever do at this season of the year. The business outlook we would consider good, if it were not for the war. Any estimate we could give you at the present time, however, is coupled with so many 'ifs' that it is very hard to give you anything which we could consider would be satisfactory.

"In the first place, our business has been seriously affected on account of the fact that we have a very large export business, and at this particular season of the year are usually very busy with our export business. This, however, has been seriously affected on account of war conditions, and until there is some prospect of the war terminating, it is impossible for us to indicate what the future will be.

"We are confidently expecting conditions to resume normal some time after the first of the year. We think conditions in Canada and in our export territory will be good after that time. This feeling is one which we cannot confirm by any real reasons, but we are of the impression that the present war is one of such great magnitude that it cannot possibly continue beyond possibly the first of the year, after which the atmosphere will be clear of war and the rumours of war which have been pretty acute for the last three or four years, so that business will get down to normal, money released in such large quantities, etc., so that this country not having been affected by the war will receive the greatest benefit."

* * *

A. Brandon, Managing Director of the Brandon Shoe Co., Limited, Brantford, reports things in good shape in the boot and shoe trade, and with the prospect of full time during the winter months. He prophesies an increase in prices in these goods after the new year.

* * *

C. O. Paton, Sales Manager of the Mercury Mills, Hamilton, writes that business conditions with them have been very favorable, he adds: "The present crisis in Europe, completely shutting out the importation of knit goods of German manufacture, and necessarily the lessening of the importation of English knit goods, has created a greater demand for goods 'Made-in-Canada,' and has materially increased our trade, especially in hosiery, to such an extent that we are not only working with our full staff, but are obliged to run a number of machines at night. We realize that this is a great opportunity for Canadian manufacturers to extend, and with that end in view have recently purchased more machinery, and have also established a carding and spinning plant to produce certain grades of yarns. These yarns are being manufactured at our new mill in Dundas, Ont.

"We are carrying on an extensive newspaper advertising campaign throughout the country and have also increased our expenditure for advertising show cards.

"We have been very much encouraged by the number of excellent orders which we have received to date. We consider that before many months elapse there will be a serious shortage in knit goods in this country, and that the wise retailer will protect his interests in placing his order now, in sufficient quantities to cover his anticipated requirements not only for the balance of this season, but also for the Spring 1915 season."

* * *

Austin A. Briggs, Advertising Manager of the Dunlop Tire and Rubber Goods Co., Limited, To-

ronto, sees no reason why Canadian manufacturers, who inaugurate advertising campaigns, as a regular portion of their selling effort, should discontinue that program at the present time.

He emphasizes that instead of risking new fields, which at best may be a costly experiment, the natural course seems to be that of again seeking the old fields, but seeking them ten times more forcibly. He asserts:

"When Canadian purchasing agents, as a body, have lined up behind the 'Made-in-Canada' slogan, we can expect to see Canadian manufacturers assume the defensive.

"One of the established beliefs of merchandising is that properly placed and properly managed advertising is a force for facilitating sales. If this were not true, why would certain manufacturers, 60 per cent. of whose output might be styled luxuries, increase rather than decrease their advertising at the present moment."

* * *

We expect to be able to include a further series of opinions, in our next issue.

DO THIS AND DIE

By a Shirker

[*A valued subscriber sends the following gem, for which, needless to say,* ECONOMIC ADVERTISING *disclaims all responsibility.*

To quote the old saw, "many a true word is spoken in jest"— but we trust the number of our readers to whom this "gentle" sarcasm will appeal is strictly limited.—EDITOR.]

THIS is a time for the exercise of the greatest caution, prudence and economy.

Every Canadian manufacturer should buy as little as possible, cut down his working force to an absolute minimum and put into effect stringent salary and wage reductions applying to those whose service is indispensable: in addition his advertising can be cut down to a small "standing card" basis.

In his capacity as a private citizen he should cut in two the allowance for household expenses; store his automobile now instead of waiting for freezing weather; encourage his wife to do her own work, and dispense with the chauffeur and man-of-all work.

There can be no reasonable objection to a radical decrease in the amounts contributed to the churches, charities, Y.M.C.A.'s and private benevolences. Such apparently harsh methods are certainly justified by the need of economy.

Last year's clothes can be cleaned, repaired and used this year. Buildings which should be painted before winter may safely be allowed to go until spring, as it is largely a question of appearances.

The business man, as a rule, eats too much, and exercises too little. He should reduce his diet to suit the reduced household

budget, and there is no better exercise than walking to and from his office. Cigars, drinks, theatres have absolutely no justification these days except the revenue they bring the government and the cautious and prudent manufacturer can omit them entirely, because there will always be a certain proportion of the people who waste their money, anyhow.

Such a policy will mean less general activity, it must be admitted. Some of the banks can be closed down; half the street cars put in the barn; railroad schedules emasculated; less newspapers required, and less howling for ads to keep them going. The operation would possibly kill the patient, but that would be a minor detail.

It looks as though the U.S. had determined to "Hog" every thing in sight anyhow, and by keeping up their factory operations and running the usual American bluff they will attract thousands of our best people across the line, just as happened twenty years ago.

Let us, therefore, be cautious, fore-sighted—yes even stingy—because maybe we can get away with it and the other fellow be not wise.

As to the Empire-God-Wot—its been running along for several hundred years, why shall it not continue? It has our Best Wishes. Long Live the King.

MEN AND MEDIA

The Phoenix, Saskatoon, which ceased publication temporarily on August 22nd last, resumed with the issue of October 2nd.

A company has been formed by a number of local influential gentlemen under the name of the Phoenix Publishing Co., Limited, and goodwill, contracts and subscriptions have been taken over and paid for.

There seems a good field for this enterprising Western daily.

* * *

William G. Colgate, for the past five years with the Gagnier Advertising Service, Toronto and Montreal, and more recently in charge of this company's copy department, has joined the Toronto Furniture Company, Limited, Toronto, as advertising manager.

* * *

The office of editor of the *Vancouver Sun*, formerly held by J. P. McConnell, has been filled by the appointment of E. C. Sheppard, who has been a member of the staff since the paper was started.

* * *

A recent striking example of the modern newspapers' idea of the word "service" was shown by the *Calgary Herald*.

A firm desirous of getting in touch with the local automobile and accessory dealers approached this paper and enlisted its offices in getting them together at luncheon.

The details of the luncheon and the subsequent demonstration were successfully arranged and carried out by the *Herald*, and a most successful introduction obtained by the advertiser to the Calgary field.

* * *

The National Printing & Publishing Co. Ltd., of New Westminster, publisher of the *Evening News*, has assigned to the Westminster Trust Co., in trust for the benefit of creditors, all its real and personal property, credits and effects.

* * *

John Sullivan, well known in Canadian advertising circles and sometime advertising manager of the Canada Cycle & Motor Co. and the Montreal *Witness*, has severed his connection with the Carpenter-Scheerer-Sullivan Agency and is now representing in New York on his own account the Montreal *Gazette*, Kingston *Standard*, St. John *Standard* and *Everywoman's World*.

* * *

Two recent advertising campaigns in the Canadian daily press deserve more than passing notice.

Previous to the war a very large export trade in the best Canadian apples had been carried on, and this trade has been, to all intents and purposes, killed. The campaign has been launched to foster the apple-eating habit among Canadians and so find an outlet for the exceptionally heavy crops.

It is being put on by the Department of Trade and Commerce of the Dominion Government.

The second is a "made-in-Canada" campaign with the object, by giving preference to Canadian

There is Milk in this Cocoanut

WHILE the nations of Europe are at war, the people of Canada have a duty to their own land as well as to the Mother Country. While regretting the issue forced on the Mother Country and giving contingents to England's aid, let us also give all the help we can to ourselves. Canada's own big problem is that of a country which has imported much—and suddenly finds those importations cut off.

You will get at the milk in this cocoanut at once by glancing at the following lists:

LIST NO. 1.

Some of the things we have been importing from Germany, Austria, Belgium, and France to the value of $38,000,000 per annum:—

Aniline Dyes.
Baskets.
Books.
Boots.
Buttons.
Brooms.
Brushes.
Canned Goods.
Carpets.
Chemicals.
Chinaware.
Clocks.
Clothing.
Collars and Cuffs.
Cotton Goods.
Combs.
Curtains.
Colors and Dye Stuffs.
Cutlery.
Dolls.
Drugs.
Earthenware.
Embroideries.
Electric Apparatus.
Feathers.
Furs.
Fringe and Tassels.
Gloves and Mitts.
Glass and Glassware.
Guns.
Hats.
Hosiery.
Hops.
Jewelry.
Knitted Goods.
Lamps.
Leather Goods
Lace.
Labels.
Locomotive Tires.
Machinery.
Millinery.
Mineral Waters.
Musical Instruments.
Optical Instruments.
Paints and Colors.
Papers.
Pencils.
Perfumes
Pianos.
Pharmaceutical Preparations
Piano Parts.
Piano Key Ivories.
Pipes.
Purses.
Ribbons.
Rubber Goods.
Seeds.
Shoe Laces.
Silk Knitted and other Goods
Silverware.
Soaps.
Spirits.
Stockings and Socks.
Time Recorders.
Tobacco.
Toilet Articles.
Tools.
Toys.
Underwear.
Woodenware
Woollen Goods
Watches.

LIST NO. 2.

Some of the things mentioned in List No. 1 that we now make in Canada in competition with the manufacturers of Continental Europe:—

Baskets.
Boots.
Books.
Buttons.
Brooms.
Brushes
Canned Goods.
Carpets.
Chemicals.
Collars and Cuffs.
Cotton Goods
Clothing
Combs.
Colors and Dye Stuffs.
Cutlery
Dolls.
Drugs.
Earthenware.
Electric Apparatus.
Feathers.
Furs.
Glass and Glassware
Gloves and Mitts.
Guns.
Hats.
Hosiery.
Jewelry.
Knitted Goods.
Lamps.
Leather Goods.
Labels.
Machinery
Millinery
Mineral Waters.
Musical Instruments.
Optical Instruments.
Paints and Colors.
Paper.
Perfumes.
Pipes.
Pharmaceutical Preparations.
Pianos.
Piano Parts.
Purses.
Ribbons.
Rubber Goods
Seeds.
Silverware.
Silk Knitted Goods.
Soaps.
Spirits.
Stockings and Socks.
Time Recorders.
Toilet Articles.
Tools.
Underwear.
Woodenware.
Woollen Goods.

The Canadian manufacturers of the articles in List No. 2 have now an advantage greater than any tariff wall. The competition of Continental Europe has been withdrawn and will remain withdrawn until the war is over at least. Let the Canadian manufacturers make the most of the situation. And let the people of Canada rally around our manufacturers and help them make the most of it, for we need them and the things they make as never before.

The immediate result of the European war, in Canada, was a check to business.

The second result will be to stimulate business—if we keep our heads. GO AFTER business and ADVERTISE in the newspapers.

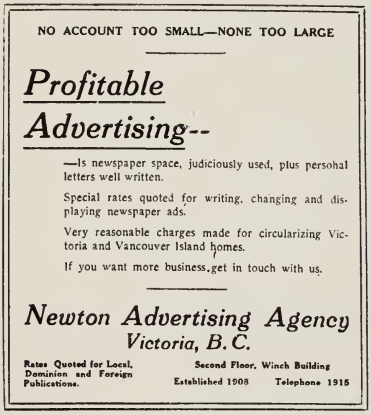
One of the C.P.A.'s strong series to boost Canadian business

goods, of keeping the wheels of industry turning at full speed and so providing full time for Canadian workmen.

Both of these campaigns are timely and highly to be commended.

STARTING A NEW LINE

DID you ever see a new product advertised by a long established house making a widely known product in another line? This occurs frequently. The manufacturer is


NO ACCOUNT TOO SMALL—NONE TOO LARGE
Profitable Advertising--
—Is newspaper space, judiciously used, plus personal letters well written.
Special rates quoted for writing, changing and displaying newspaper ads.
Very reasonable charges made for circularizing Victoria and Vancouver Island homes.
If you want more business, get in touch with us.
Newton Advertising Agency
Victoria, B.C.
Rates Quoted for Local, Dominion and Foreign Publications.
Second Floor, Winch Building
Established 1908
Telephone 1915

Taking their own "medicine"

using his trade reputation, built up by years of ceaseless toil and expenditure, to sell you his new product. His old goods help to push his new goods. One is made to "carry" the other.

Advertising alone did not make the old line popular, nor can it make the new line a success. There was something back of the advertising of the original product; it was merit. The trade name of the manufacturer was synonymous with good faith. It is to-day. The appeal to you to buy Product No. 2 is based upon the goodness of Product No. 1. The two can not be dissociated ethically or commercially.

It pays the maker of advertised trademarked goods to keep the faith aside from the ethics of the question. He has to do so or go out of business.

Do you buy standard products?

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"War Extra!"

THIS cry does not help to swell the circulation of THE EVENING TELEGRAM, nor do we publish early regular editions that are sold on the streets as "extras," as in the case of the other evening papers. Our circulation figures include only the regular five and six o'clock editions and which are sold as *regular complete editions*. Our War Special at ten o'clock every night contains no advertisements and is not counted in the circulation.

If you are after business in Toronto, you should advertise in THE TELEGRAM, because—

— it has been made as clean and efficient as possible for the advertiser, and

— it has a circulation, in Toronto, many thousands greater than any other paper.

DAILY AVERAGE CIRCULATION:

Last Month, 89,506. In Toronto, 84,590

THE EVENING TELEGRAM

TORONTO - - - CANADA

THE TORONTO MORNING WORLD is the Toronto morning paper with the big Toronto and suburban circulation. While the bulk of the circulation is Toronto and suburban, almost the entire circulation is concentrated within the sixty mile belt. Concentration in the richest section of the wealthy Province of Ontario means richer and more prolific returns for the advertiser.

THE TORONTO SUNDAY WORLD not only has a larger total circulation but a larger purely Toronto circulation than any other Toronto paper—morning, evening or weekly—with possibly one exception. Going into the homes late Saturday night, it is read on Sunday when every member of the household has plenty of time and inclination for reading. The Sunday World is thoroughly read and a great puller.

USE BOTH PAPERS In making your estimates get both papers on your list, for both papers are good. Each paper goes to an almost entirely different lot of subscribers and there is no more duplication than there would be with any other Toronto paper. Do not imagine that if you use either one of the two that you are covering the entire territory, as far as The World is concerned. When you use both you get a combined total circulation of more than 192,000, and a combined purely Toronto circulation of more than 142,000.

The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 7
NUMBER 11

NOVEMBER
1914

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A Better Outlook

After three months of the greatest war ever, we can still look forward with optimism to the final result.

Germany has failed in her rush on Paris. The necessary successes of the first few weeks did not materialize, and the Allies are now gaining ground slowly but surely.

A hopeful sign of the times is that since the beginning of the war several new advertisers have entered the Canadian Field. A number of these have placed their appropriations through this agency.

This does not look as if everything were going "to the dogs"—it surely helps to create and maintain confidence in Canada's future.

You need the advice of trained advertising men if your publicity is to be entirely effective and profitable.

Norris-Patterson Service

is thorough, expert and economical.

We should like the opportunity of advising on your advertising proposition. A call on our services will in no way obligate you.

Write, wire or 'phone **Ad. 2231** for our representative to call.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BLDG. - - - TORONTO

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, November, 1914 No. 11

STRAIGHT TALKS

CIVILIZATION THAT COUNTS

SLOWLY but surely one outstanding fact is being impressed on Canadians and that is that the awful war has only one possible termination—complete victory or otherwise for the allies—no thought can possibly be given to a compromise.

And if this end is to be attained as speedily as possible and with the least cost of men and money, we as part of the Empire must be prepared with the last ounce of our strength and the last dollar of our money to still further rally to the mother country's call.

The seriousness of the war is beginning to be appreciated as it was not a month ago. Canadians in all walks of life have answered for themselves the question as to what kind of a civilization it is that counts—the civilization along humane, educational and progressive lines, or that dominated and organized by the sword.

We will have none of the latter, and if need be, will be prepared to go to the furthest extremities in order to insure its defeat.

Canada's response in troops and contribution is ample evidence that she is at one with Great Britain in her decision to crush the phantom of militarism and despotism, but the fight will be a long one, and the man at home who keeps his head by holding on to the even tenor of his way, and by refusing to be frightened by the scaremongers, is performing a very real service.

Canada must produce to the limit both industrially and agri-

Actual Results directly traceable to "The Toronto Daily News"

General Office and Wholesale
379-381 Adelaide St. W.

G. TAMBLYN, LIMITED
Wholesale and Retail Drugs
TORONTO

Retail Stores:
232 Yonge St., opp. Shuter St.
133 Yonge St., cor. Arcade
Lee Ave. & Queen St.
College & Brunswick Ave.
Queen & Macdonnell Ave.
Yonge & Carlton Sts.
Bloor & Lansdowne Ave.
Keele & Dundas Sts.
Yonge & Bloor Sts.
Broadview and Gerrard St.

Messrs. The News Publishing Co. Limited
Toronto

Dear Sirs:--

We wish to express our appreciation of the splendid results obtained through advertising in THE NEWS.

Actual results directly traceable to your paper have proved its value to us, and this tangible evidence of the pulling powers of your medium reflects the popularity of our many stores throughout the city, with the general public.

Yours truly,

G. Tamblyn, Limited

A. TAMBLYM,
President

What we have done for others we can do for you.

Don't Omit "The News," Toronto, from your advertising appropriation.

culturally. She has the most wonderful resources, but these may be taxed to the uttermost.

To date the carnage has been awful, and no power can prophesy an early cessation of hostilities—rather the indications are that it will be a long drawn out war.

Let us keep cool and keep busy. Some industries of course are bound to suffer dislocation, but in a large majority "business as usual" should be the slogan of a determined and expectant people.

And the wise merchant and manufacturer at just such a time will keep his goods well before the public, and not make the fatal mistake of curtailing or cancelling his advertising.

PATENT MEDICINE ADVERTISING

ON more than one occasion in recent issues we have commented on the Patent Medicine advertising which is appearing in various media, and have discussed the propriety of excluding all or at least a part of this class of advertising.

In this connection, when it is remembered that in more than one instance advertising clubs have recorded themselves as opposed to the inclusion in the daily press of every description of medical advertising, one must marvel at the ease with which one speaker at the recent convention of the affiliated Ad Clubs of Rochester, Detroit, Cleveland and Buffalo, got those fellows to agree with him that just because some patent medicine advertisers were fakes, that did not constitute any reason why all medical advertising should be debarred.

The speaker in question was C. J. Balliett of the Foster-Milburn Co., Buffalo, manufacturers of Doan's Kidney Pills, and he presented a very strong "case" for the makers of worthy proprietary medicines.

Mr. Baillett's argument, as reported in the *Fourth Estate* and *Newspaperdom*, was convincing and unemotional, and our readers will be interested in a brief summary.

There was no such thing, he claimed, as a "patent" medicine. The only patent he knew of was that of the medicine "Castoria," and when that elapsed, there were scores of pirates who placed substitutes on the market. They were, however, but short-lived, as the "Castoria" preparation had won such favor with the public by means of its consistent and extensive advertising that its popularity was in no degree weakened.

There had been only a few newspapers who had refused the schedules sent out recently by the Foster-Milburn Co., and not one of them had a valid excuse to offer for turning down the business. The best reason offered was that although they knew that the "Castoria" preparation was a worthy one, there were fake adver-

IF YOU USE

THE WINDSOR RECORD

it is quite sufficient for the Essex district.

DAILY CIRCULATION
EXCEEDING
7,000
SEMI-WEEKLY
3,500

National Advertisers

ATTENTION!

The Standard is one of the few newspapers in Canada that took part in the National Newspaper Window Display Week. The Retailers of St. Catharines have done something for you. A healthy increase of business was the result. The Standard covers the district thoroughly. The September average circulation daily was **6,661,** which was an increase of the same month a year previous of 1,611. The increase on account of the war has been a small proportion of this.

THE STANDARD
St. Catharines, Canada

THE FARMER'S ADVOCATE AND HOME MAGAZINE
(FOUNDED 1866)
LONDON CANADA

is edited by men who are in daily contact with active farming operations and the breeding of pure bred live stock, which experience adds greatly to the value of the reading matter published from week to week.

Those who use its advertising columns must therefore derive correspondingly larger returns.

Write for sample copy and rate card to

THE WILLIAM WELD CO., Limited
LONDON CANADA

tisers in the patent medicine field, and this fact necessitated the debarring of all advertising of that class.

Was it logical, he asked, to arbitrarily cut off completely this class of advertisers, and at the same time accept a large volume of department store advertising when they well knew much of it was, at best, deliberately misleading, and positively oftentimes more untruthful.

The test of merit of any prepared medicine was the time it had lived—a continuous business could only be assured by repeat orders from satisfied customers. Without these, an appropriation would not bring enough revenue to pay the advertising bills.

Our attitude in this connection is entirely unsympathetic with those publishers who find it difficult to distinguish between the wholesome and the unclean and so exclude medical advertising of all kinds. Some go so far as to admit that they are doing an injustice to such good old "stand bys" as Beecham Pills, Carter's Little Liver Pills, Phospherine, Bile Beans, Zam-Buk—to name but a few—by excluding them. But, if an admitted injustice is done to the advertiser by the exclusion of his copy, is not a similar injustice being done to the public who are learning in increasing numbers each year to use and value the better proprietary remedies.

Thousands in the rural communities cannot run to the family doctor every time there is a little ache or pain. Even in the cities, where medical aid is always at hand, minor ailments can generally be treated at home without consulting the family physician and paying him his fee.

There are certain lines of medical copy—the consumption and cancer cures, the curers of rupture without operation, the electric belt wizards and many more of the same kind of fake propositions that should never have seen the spotlight of publicity, but there are an equal number of worthy proprietary remedies, and those publishers who are carrying this advertising are performing, in no small measure, a real public service.

"MADE IN CANADA"

A RECENT letter from the Brockville *Times* draws attention to one of the reasons at least, why the "Made in Canada" idea has not, up to the present time, been as effective as it might otherwise be.

The campaign which has been conducted by the Canadian Manufacturers' Association with a view to promoting the selling of made in Canada goods—a campaign which has been loyally supported by the newspapers, has fallen down sadly because of the neglect of most Canadian manufacturers to acquaint the buying public with the merit of their wares through advertising.

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union

Hamilton, Canada

It's Time to Begin

that campaign to our more-than-ever prosperous farmer folk. Remember, Mr. Farmer is not given to make snap decisions to purchase. (Give him time for the family counsel.) Here he is indoors now—reading more carefully, his favorite

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

and it is the advertisements he sees now in the paper, that will decide whether his business is yours or a competitor's.

Big things are planned the coming year—in Ontario alone upwards of one million acres have been sown to wheat.

So arrange at once to tell your story in the family counsel. Twenty-two thousand farm homes, in which Canadian Farm is read—some 88,000 persons, we estimate, are waiting to hear from you.

It's time to begin your appeal right now.

The FARM PRESS Ltd.

Publishers

181 Simcoe St. - TORONTO

A. M. ORME, Advertising Manager

As an instance of this, this publisher refers to a recent conversation with the manager of the biggest store in his town—a town which is typical of 100 other live Canadian cities—in which this merchant, while doing all that was possible to foster the "Made in Canada" idea, found himself badly handicapped owing to the generous publicity given to imported articles. As a special instance, he mentioned that the only collar which he could sell was "Arrow Brand," locally advertised as well as in the magazines, and he stated that practically every man and every woman buying for the men, called for this collar by name. Some years ago he had been selling large quantities of Canadian-made collars, and mentioned two fairly well known makes, but for some time past the advertising of these brands has ceased, and the demand for them is no more.

He attributes the demand for the "Arrow Brand" entirely to the amount of publicity which it is enjoying, and the absence of call for other makes, to the lack of publicity. This is only one instance which could be matched indefinitely. The moral is evident and the remedy an easy one.

All the advertising in the world, to promote the "Made in Canada" idea, and all the support that could be given to that idea by large retailers, cannot be effective if not backed up by advertising. The time has long since past when any doubt exists as to whether the people *do* buy advertised goods.

The purchasing power of the Canadian public and its susceptibility to advertised goods was never greater than at the present time, but as long as Canadian manufacturers continue to hide their light under a bushel, just so long will those goods which are in the spot light of publicity, continue to be in demand.

GERMAN ORGANIZATION

ONE of the most significant instances of the extraordinary efforts that have been put forth by Germany to capture the trade of the world is revealed in a Dominion Government Bulletin of a recent date.

This consists of a series of despatches from Sir E. Goschen, British ambassador at Berlin to Sir Edward Grey, and cover the period February 27th to June 5th, 1914.

The claim made by the Germans was that in certain foreign parts Germany was being persistently and wrongfully abused, that her prestige abroad was impaired, and that both the press in these countries was hostile, and the telegraphic agencies biased.

In looking around for means of counteracting these attacks upon her "fair" name, the logical lever was newspaper publicity, and what is virtually a most extensive advertising campaign to cover finally the whole globe, financed by private subscription and govern-

The London Free Press

(Member Audit Bureau of Circulations)

Third quarterly sworn statement for July, August and September shows the daily

AVERAGE NET PAID SALES

40,836

War extras are not included in these figures.

Copies of quarterly circulation reports will be furnished direct or from Audit Bureau of Circulations, Railway Exchange Bldg., Chicago.

EDGAR J. GUY, Toronto Representative

61 CANADA LIFE BLDG. **PHONE MAIN 2392**

Reach the men and women who can afford to buy advertised products through

The Hamilton Spectator

The one newspaper indispensable in an advertising campaign in Hamilton. The Spectator's big army of home readers is responsible for the big results it produces for advertisers.

ment grant and backed by Imperial approval was actually under way before the war.

Needless to remark, a slight halt has been called in this broadcast dissemination of "news."

It is not just known at the time of writing how much German gold has actually gone into the pockets of publishers of newspapers with a view to influencing their writings in favor of Germany—in some countries big amounts may have passed, in others little or none.

But this incident is, we think, of exceptional interest, emphasizing as it does, the wonderful power the press possesses in the influencing of public opinion.

A RESTRAINT OF TRADE

A SITUATION has recently come to our notice which instances very forcibly a peculiar difficulty experienced by a Toronto manufacturer in obtaining efficient local distribution for his product.

The article in question is a substitute for fresh eggs, and by independent tests has been proved to live up to all that is claimed for it.

Coming, as it has done, on the market just at the psychological moment—when the winter season is upon us, and the price of fresh eggs away up to the forties—it was only natural to expect a heavy demand for an efficient egg substitute at one sixth the price of the hen variety, and this demand has been fostered by really efficient newspaper publicity.

But the salesmen of the company in calling upon the local dealers to introduce the article met with an apathy and lack of interest which was difficult to understand, and no logical solution of the problem of overcoming it presented itself.

The objection that the substitution of the new product for the fresh egg would ruin the latter trade and destroy a most profitable department of the grocer's business was met by showing the dealer that he stood to make a much larger profit out of the sale of the egg substitute than by retailing fresh eggs, and to save the loss by breakage and stale eggs.

Why then, did the grocer in a majority of instances turn down the new proposition "stone cold?"

It was only by the merest chance that the reason for the unwillingness of the retailers to handle this article was discovered.

It appears that one of the largest wholesale provision merchants have, for some time past, had numerous agents out covering in a most thorough manner the whole of the country adjacent to Toronto for miles around.

And so successfully have these agents done their work that only

When Montrealers Buy Christmas Gifts

thousands of them in the better-class homes will be strongly influenced by the current advertisements in

The Gazette
MONTREAL

These Montrealers are in a position to buy the best gifts, and this year, too, there will be friends and relatives at the front for special remembrance as well as those at home.

Start your Christmas campaign now.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

SITUATED in the heart of the Western Ontario Peninsula, a city of 17,000 prosperous and industrious people, peculiarly susceptible to attractive advertising of quality products, the City o Stratford is the centre of a territory the general advertiser cannot afford to overlook.

THE STRATFORD BEACON
Daily and Weekly

the favorite newspaper in this field, has a guaranteed circulation o

3,000 Copies per day

It thoroughly covers the city and district.

Rates can be obtained from any recognized advertising agency, or on appliciation to

The Beacon, Stratford, Ont.

an insignificant number of eggs find their way into Toronto except through the above-mentioned channels.

What, then, has happened? The wholesale house, in secure knowledge that they control practically the whole available supply, have approached the retailers and signed them up with a hard and fast contract to take so many eggs by the end of the year.

Not, mind you, merely to buy from them and from nobody else, all the eggs they require, but the dealer is committed to a veritable gamble to accept a given number of a perishable article within a certain period, and to pay for them whether he can use them or not.

It is difficult to realize that the shortage of eggs that recurs annually could be sufficiently serious to compel dealers to tie themselves up to such a proposition as this, but the facts are vouched for by irrefutable authorities, that the majority of retailers have placed themselves in this unenviable position.

Small wonder, then, that they look with disfavor on an egg substitute proposition, although by handling same, loss by breakage and stale eggs is avoided, and a better profit turned down, because their hands are tied.

The situation is a unique one, and as far as this year is concerned, no real remedy seems to be on hand.

Advertising has created a good demand, but the public will not take the trouble for long to enquire for any article which is not easily obtainable.

To us the wisest course that would help in part at least, would be to include in future advertising the name and addresses of those dealers outside the "ring," at whose stores the egg substitute is available.

And if these stores are fairly well scattered over the city, it should prove the means of introducing an article for which there is bound to be a steady demand.

In these later years Salesmanship has advanced to a science. It is no longer merely a weird and mysterious magic by which one man influences another to buy from him an article which he may or may not want. It is no longer, as it was in the early ages, an exchange of necessary commodities. It is no longer a happy hunting ground for the shrewd and unscrupulous, but it has evolved from its first stages of necessary exchange, through all the mazes of charlatanry, bringing with it the best from each stage, until it has grown into a science and a profession. Slower than the professions of the physician and the lawyer in its development, it has, however, reached a degree now, in which it is building its own etiquette and coming to its own recognition.—*R. O. Mills.*

Hard and Easy

To a manufacturer of, say, shoes, the designing of a striking piece of advertising literature may appear a hard, almost impossible, task.

But it's easier to the man whose business is designing.

Of course, you know this as well as we do. And our only object in thus reiterating what you already know is to call your attention to our complete printing service.

DESIGNERS

COPY-WRITERS

PRINTERS

All at your service, any time, for anything in printing.

WRITE, WIRE OR PHONE

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue

TORONTO

TEL. PARKDALE 4171

Jas. Acton, President

MONTREAL; 13 Coristine Bldg.

J. J. Gallagher, Managing Director

BLUNDERING INTO POSTER ADVERTISING

A Famous Advertising Consultant, Formerly Manager of the London Times, Tells How a Poster Advertising Campaign Should Be Planned and Carried Out.—By Thomas Russell.

A CARDINAL principle of all good advertising is to spend whatever money is spent with the definite idea of attaining a specific object in one specific way. We must not say to ourselves (I mean) that we will advertise in order to sell goods. We must say to ourselves, or employ someone to say to us, that we will advertise to sell goods in a particular way, in pursuance of a particular plan. A good deal of money is wasted by advertisers merely through the mistake of not knowing what they want.

The number of poster advertisers is much smaller than the number of press advertisers. This is because relatively few advertisers understand the policy of posting. The number of newspaper advertisers who understand the policy of newspaper advertising is (by the way) much smaller than the number of newspaper advertisers who use newspaper advertising. Only "a glorious band, the chosen few," really know what they are trying to do, even in press advertising. The rest, to use an expressive Americanism, "go it blind." The astonishing thing is that so many of them (to use another Americanism) "get there all the same." There are times when one thinks that, given a sound and needful commodity, even the worst advertising cannot prevent the sale of it. Certainly a good many posters look as if the advertisers who use them had just blundered into posting, without any clear conception of how they came there. The fact that they succeed in spite of themselves is, as I said in a lecture on the subject, a testimonial to this method of advertising.

One very great advantage of posting is that it need cover no waste ground. Circularizing is almost the only other form of advertising of which the same can be said with the same certainty. The newspaper advertiser cannot know for certain where all his public lives. But the poster advertiser knows it to exhaustion. One important thing to remember, therefore, in planning a poster campaign, is that the supply of goods to the consumer can be, and should be, organized to perfection before any considerable expense is incurred. The advertiser knows exactly to which shops he is sending customers, and he is planning very unintelligently if he does not arrange that these shops shall have the goods in them.

As poster advertising can be extended at any desired speed from one district to another, it is possible to get full value out of every sheet. A noticeable example of careful planning is the Old Dutch Cleanser posting, which has been gradually making its

The Maclean List

The President's Office - - - November, 1914

SERVICE, the basic idea of the several Maclean Publications, extends itself to both reader and advertiser—the man who buys and reads the paper, the man who buys the priviledge of using its pages to send his message.

Each of the MACLEAN Publications is a strong factor in its distinctly separate field, in forming a link between the advertiser and his best buyers.

The continuous activity of our circulation department, backed by an efficient editorial service, ensures your message reaching the greatest number of your best prospects.

If you have something to sell or a message to send, select a medium from the Maclean List.

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

Your Customer is a reader of the MACLEAN publication related to your interest. Be where his eyes will see the message you have for him.

Specimen copies and advertising rates sent on application.

The Maclean Publishing Co., Limited
143-149 University Ave., Toronto
also at
Montreal Winnipeg New York Boston
Chicago, Cleveland and London

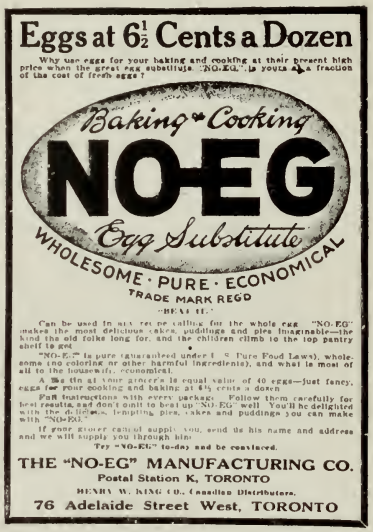
way from territory to territory, but only as fast as trade representation could be secured.

The above considerations apply, of course, most obviously to the advertising of a new product. But the underlying principle applies to products which are already being sold through other forms of advertising. An entirely new advertiser can depend upon poster advertising if he wants to secure entire immunity from the risk of any demand which he creates not being supplied. It is also a very effective extension ground for the advertising of an already established article.

For the direct buyers of an established article—I mean the direct customers of the advertiser; the shopkeepers, not the consumers—are capable of being greatly influenced by poster advertising. A good show of posters in a town will enable the advertiser's travelers to pick up at once orders all over the ground covered, not merely because the public has begun to demand the goods, but because the retail traders will anticipate the demand as soon as they see the posters. In planning a poster campaign, therefore, the advertisers should arrange to "travel" the trade as fast as the posters go up, and in this way he can very often get back in his first direct orders the whole, or more than the whole, of the expense.

A manufacturer who operates by the exclusive agent plan can, similarly, get a new agent in a desirable town by giving it a good poster show. The local shopkeepers in his line of business who may until now have been reluctant to accept an agency and place the opening order requisite to secure it, will fall over each other to get the offer when they see the bills on the boards; and in other places a good display of posters will induce the agents to "stock up" just as readily as it will induce retailers in other trades, who are not exclusive agents, to replenish their shelves.

An important feature of the poster campaign, therefore, is the


Eggs at 6½ Cents a Dozen
Why use eggs for your baking and cooking at their present high price when the great egg substitute "NO-EG" is yours at a fraction of the cost of fresh eggs?
Baking & Cooking
NO-EG
Egg Substitute
WHOLESOME · PURE · ECONOMICAL
TRADE MARK REGD
Can be used in all recipes calling for the whole egg. "NO-EG" makes the most delicious cakes, puddings and pies imaginable—the kind the old folks long for, and the children climb to the top pantry shelf to get.
"NO-EG" is pure (guaranteed under U. S. Pure Food Laws), wholesome (no colorine or other harmful ingredients), and what is most of all to the housewife, economical.
A 35c tin at your grocer's is equal value of 40 eggs—just fancy, eggs for your cooking and baking at 6½ cents a dozen.
Full instructions with every package. Follow them carefully for best results, and don't omit to beat up "NO-EG" well. You'll be delighted with the delicious, tempting pies, cakes and puddings you can make with "NO-EG."
If your grocer cannot supply you, send us his name and address and we will supply you through him.
Try "NO-EG" to-day and be convinced.
THE "NO-EG" MANUFACTURING CO.
Postal Station K, TORONTO
HENRY W. KING CO., Canadian Distributors.
76 Adelaide Street West, TORONTO

Striking trade mark and attractive caption

trade organization feature. It ought to be regarded as an equally important feature of every advertising campaign. In my consulting practice the problems submitted to me every day of the year by various advertisers more often prove, on examination, to be selling problems than they prove to be

The Proof is in the Printing Quality

Many Canadian Advertisers entrust us with the making of their

ELECTROS and STEREOS

from their good half tones and zincs.

They know that **NATIONAL SERVICE** means highest grade cuts and prompt delivery.

'Phone Adelaide 16 for our wagon to call, or send your cuts by express.

National Electrotype & Stereotype Co.

LIMITED

229 Richmond St. West **Toronto**

A BUMPER CROP

ESTIMATES compiled from the Provincial Government of Alberta Reports, indicate the grain crop for 1914 will be about 81,000,000 bushels as compared with 77,000,000 in 1913 or an increase of 4,000,000 bushels. This record crop at good prices will insure an ample market for all staple commodities.

To participate in this increased market, copy should be prepared at once for insertion in the

EDMONTON JOURNAL

The recognized Leader in circulation, in complete news service, as well as in display and condensed advertising in Edmonton and surrounding district.

Write to-day for rate card.

EDMONTON JOURNAL

(Branch of Canadian Newspapers Limited,)

Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man. John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

advertising problems. This is because of the vicious system practiced by some advertisers of making the sales department and sales manager a different department and man from the advertising department and the advertising manager. The dimensions of a business may excuse the necessity for keeping different staffs for the two branches, but nothing can excuse the blunder of not working the two as parts of one organic unit.

If we regard poster advertising as seriously as I have pleaded that it should be regarded, we shall plan our poster to sell goods in some specific manner. To go no further than to name the product in the poster is not planning to sell goods. It is not even planning to make the goods known. It is only planning to make the name of the goods known. Critics of advertising recognize that there is a difference between advertising (or spreading information to sell goods and publicity (or merely announcing goods); but they often make the mistake of thinking that the poster can only be used in the second way—as publicity, not as creative advertising. But this is very far from being true, and a well planned poster campaign will take account of the fact. Who can say that (for example) Bass's broadside bill ("Brewed solely from the best"), the Cerebos Salt bill ("See how it runs?") and A1 Sauce ("Goes with them all") only announce the goods which they refer to? In each case a definite selling claim is made. On the other side it would be easy, but invidious, to name a dozen posters which advance no selling claim at all, and are implements of mere publicity, not of advertising in any true sense of the word.

Of course, a very important thing to be considered in placing a poster campaign is how the output of posters shall be organized. This part of the plan has a good deal more thought devoted to it as a rule than the other parts. Advertisers do not go wrong through neglecting to make plans for this; but they very often go wrong through making the wrong plans. After very careful experiment and a good many experiences, I am quite certain that for an advertiser to contract directly with the billposters of each town is wasteful both of money and effort. By far the better plan is to make one contract with a poster advertising solicitor who has a proper organization for covering the whole country.

"No one lies awake thinking of your business: out of print, out of mind."
Bill Wise

A novel kind of stimulant in the condensed columns.

The Morning Paper with the big Toronto and Suburban Circulation

For years the Toronto Morning World has been recognized by shrewd advertisers as being one of the papers that can always be relied upon to produce results—and it has been getting better every year. One of the largest advertisers in the Toronto field, in discussing his experience, said:—

"We use big space in The World, for we know by experience that it produces results and is one of the very best papers we use. It is not a matter of guesswork with us but a knowledge gained by a daily experience extending over every week and month of the year. Occasionally we have people say unkind things to us about The World, just as they do about other papers, but we know this is due either to lack of knowledge or a desire to deliberately deceive."

Count them on the fingers of one hand

You can count all the Canadian papers having a circulation of more than 100,000 on the fingers of one hand. The Toronto Sunday World is one of the best of them. Eighty per cent. of its circulation is in Toronto among the good homes. As many as seventy per cent. of the homes on some of the finest residential streets of Toronto get The Sunday World. It goes into the homes late Saturday night and is read on Sunday, when every member of the household has time and inclination for reading. One advertiser, in renewing his contract, recently stated that in his own home his copy of The Sunday World was read by at least eight persons every Sunday. The circulation of the Sunday World frequently has a double value, for it is read in Toronto homes on Sunday and then mailed to friends at a distance on Monday. In this way The Sunday World has often been credited with having a big circulation at some point when in reality little or no real circulation existed.

To get best results use both papers. They make a strong combination and go a long way towards making the advertiser forget any depression due to war times.

APPLYING PHOTOPLAY PRINCIPLES TO COPY WRITING

Writers Who Supply the Material for the "Movies" Follow Methods that are Suggestive for Writers of Advertisements—How Interest Is Focused and Attention Gripped from the Start.
—By an Agency Copy Writer.

IF some of the more successful photo-playwrights should ever get the bug that their greatest field of success lay in writing advertising copy, we copy writers would have to call a council of war right smart-like and form a copy-writers' union.

For so many of the underlying principles of photoplay writing are identical with those of successful copy writing that masters of the former ought certainly to show marked proficiency in the latter.

To begin with, the photo-play-wright must know, intuitively or otherwise, *what the people want.* He cannot afford to guess at this. With the keen sense attributed to the proverbial nose-for-news, he must predetermine to a certainty just what elements make for a good picture-story; then he must play the whole thing up in a style that will grip his audience from the first scene right through to the censorship-tag.

And that audience! Isn't it, in the main, the same audience to whom we address our type appeal? Some may argue that it is a "cheap" class, a "five-cent crowd," and so on. Let me say to these that a peep into the better-class movies will disillusion them on that score.

You will more likely see your senator in there than your favorite shine-boy, and if you stick around a minute to see a couple of the pictures, you will know from their very theme and treatment that no true "plebe" would appreciat them.

And in the present high deve opment of the moving picture art, there are some very intelligent and high-salaried folks who are veritable movie fiends. Let us not disparage the moving-picture audience, but rather return to the photo-playwright and the method he employs to appeal to that audience.

JUMPS IN WITH A RUSH AT THE START OFF

One of the fundamental principles of photoplay-writing is get right into the story; waste no time in prologues if you want to hold your audience. Think what a reform this principle would work if applied more liberally to copy production.

Cut out all fol-de-rol; get right down to what you have to say, without dragging your readers through paragraphs of non-essentials. Lead them swiftly right up to the final climax, and then "land" with your send-for-the-booklet stuff.

Another unwritten law that the

successful photo-playwright always complies with is use few, if any, leaders. A "leader" in movie diction is the caption that announces "That Evening," or "Two Years have Passed Since Nellie's Death," or any other type-matter that is not strictly "picture."

Of course, the ideal film would be entirely free from "leaders," but this is hardly possible, especially where it is desirable to show a lapse of time. In such a case there is no alternative but to break the scene.

The objection to the too frequent use of "leaders" was well voiced by the little boy who complained, "Gosh, I cum here to see pictures; not to read a *book*."

The moral of the copy writer is inject nothing into your ads that will detract from the main idea for a single moment; cut a straight path right through to the "climax." Tell your story as interestingly as possible, but don't tire your audience with a lot of non-essentials.

We can also learn something about advertisement illustration from the movies. It is generally conceded that those photoplays containing the largest number of bust pictures find the readiest market. "Bust picture," as applied to photoplays, is entirely different from the bust picture of the portrait-maker.

In the movie world a bust picture is one that shows the character or characters close to the camera; throws them up big on the screen so that you may better observe their facial expression.

What movie "regular" among *Printer's Ink* readers hasn't watched a Broncho Billy drama where the bushes parted and the big bold face of the train-robber peered cautiously through? He was so close that you involuntarily gasped.

This big treatment is in demand. Isn't there a suggestion here for advertisement illustration? If the "bust picture" can hold a movie audience tense with interest, why can't the dominating picture in an ad grip busy, disinterested readers in much the same manner?

To be sure, there are hundreds of propositions that do not lend themselves properly to the big-picture treatment, but, on the other hand, there are a great many that do, and it might be well worth trying out.

COMPLETE THE STORY AT ONE SITTING

Another photoplay principle from which we may learn something of value in the preparation of advertising matter is, as a general rule, *avoid the continued story*. It has been found that, generally speaking, folks like to see every picture complete in itself. They lose interest when the story is spun out over several weeks.

If, as a general thing, these people do not care for continued stories, isn't there a hint here that advertisements in series form strike these same people in the same manner?

The imagination of the photo-playwright is something that the copy writer may well envy, too. When more copy writers learn to visualize, as the photo-playwrights

do, we're going to see some delightfully original stuff running as copy.

It is difficult to say just where photo-playwrights receive all their inspirations, but this story is told about one playwright and how he evolved a scenario out of almost nothing.

The writer in question was sitting in his study one day, wondering what he should write about next (even as you and I). A chance look out of the window revealed a bed-sheet being blown by a stiff breeze from its insecure lodgment in an upper window space and fluttering down to one of the lower windows of an adjoining building.

The imagination motor began to whir in this photo-playwright's head. He pictured the harmless bed-sheet as a very expensive and choice bit of silk drapery. This naturally opened up a nice little story of theft and mystery, with the happy ending you would expect after the trick of the wind had been revealed.

There are several inflexible rules in photo-playwriting about *dividing interest* that apply equally to copy writing. The photo-playwright decides in the very beginning who is to receive the major interest.

He is very careful to see that every other character is subordinated to this particular one. He or she must be the center of attention all through the picture, for if interest is diverted from him, and sympathy felt for the lesser character, the story falls flat and the audience is disappointed in the outcome.

With successful copy writing the writer must cleave to the straight path. His readers must concentrate upon one central point and not spread their interest out thin over many diversified points, each of which robs the other of

"I believe the Canadian apple to be the finest in the world."
Sir Geo. E. Foster
Canadians! Enjoy Canada's National Fruit
Never before have you had the opportunity to enjoy the best Canadian Apples. Europe had so high for the cream of our crop that Canadians have had to be content with "seconds" and inferior exported fruit.
Now that the war prevents Europe from getting our choicest apples, this Department is suggesting to the apple growers of Canada that they market these choicest products here in Canada—where it belongs. Now you may enjoy the great, luscious, ruddy-cheeked prize-winners of apple-dom on your table every day—fruit which in the past has graced the tables of Europe's nobility.
Get this Book Today
DOMINION GOVERNMENT
Department of Trade and Commerce : Ottawa
"Canadian apples are all right—firm, juicy, well-colored, good keepers."

One of the Dominion Government's striking apple campaign.

a certain amount of energy and makes a confusing, uninteresting whole.

It is worth repeating that the successful photoplay has so many elements of appeal that make for successful copy-writing that the copy writer may well study the methods of the photo-playwright and apply them where they are most needed.—*Printer's Ink.*

SOME SUGGESTIONS ON AD WRITING

By Fred. G. Kaessmann, in Mail Order Business Builder

With many persons the question of ad writing is of serious import. These persons find it difficult to prepare advertising which seems to measure well with the product of the many expert ad writers of the day. As a consequence, they approach the work with fear and trembling—much to the detriment of what they afterwards produce.

Why the difference between the expert advertisement writer and the amateur?

Principally because the expert works in a systematic way, whereas the amateur seldom has even the semblance of a system.

To get a good grip on the subject necessitates having a good grip upon the subject. This fact must be fully recognized and taken into consideration. Off-hand, ninety-nine out of 100 men will cry, "Of course to get a good grip on the subject requires having a good grip on the subject. We know this. Certainly we know this."

Yes, they know it—but why do they hesitate when they take pens in hand?

They hesitate because they know it and still do not know it. In other words, while their brains have to a certain extent, grasped the meaning, they have not grasped the full significance.

Back in 1875 W. E. Gladstone gave a correspondent some splendid suggestions on the art of speaking. These suggestions should prove of great value to any ad writer. After all, the ad writer differs only from the speaker in that he seeks to win by means of printed instead of by means of spoken words, and he may ponder what Gladstone had to say to the aspirant for speaking honors. Here are the suggestions:

1. Study plainness of language, always preferring the simple word.
2. Shortness of sentences.
3. Distinction of articulation.
4. Test and question your arguments beforehand, not waiting for critic or opponent.
5. Seek a thorough digestion of and familiarity with your subject, and rely mainly on these to prompt the proper words.
6. Remember that if you are to sway an audience you must, besides thinking out your matter, watch them all along.

Nothing complicated about these rules, is there? Yet the advice is excellent. Best of all, ad writers may readily fit the suggestions to their own occupation.

Take for instance, the first one. Could anyone possibly give better advice to an ad writer? "Study plainness of language, always preferring the simple word." If anyone should remember this advice it is surely the ad writer.

The plainer the word, the simpler the word, the greater the pos-

sibility of its being grasped by the largest possible number. When one considers that many of the greatest writers the world has produced used only simple words, one can well appreciate the strength in simple words. Study of the Bible will show the possibilities in simple words. So will study of Lincoln's writings. The writings of Robert Ingersoll also show plainly the value and beauty of simple words. The writings of Lincoln and Ingersoll show, also, the strength in short sentences.

Ad writers should use many short sentences. Long sentences call for mental effort on the part of the reader, and mental effort with many such readers is a serious thing. Thus, in using short sentences, the ad writer has a distinct advantage by using short sentences. He gets the full benefit of each and every reader's mentality.

LETTER LOGIC IN BROKEN DOSES

An ungrammatical truth in your letter is far better than the most polished lie.

Talk that is too smooth is apt to give the impression of "slipperiness" on the part of those who hand it out.

Letters like personal talk make more lasting impressions than advertising. For this reason the correspondent who has a weakness for sarcasm can drive away more business than all your big salaried salesmen and high-priced advertising can bring in.

It's subtle persuasion and invisible arguments that make the most successful letter. As soon as the reader becomes conscious of your arguments he begins to shy off. The strongest influences are often those subtle suggestions which draw us along without giving us a chance to analyze them.

Argument implies opposition. Too much argument in your advertising often suggests opposition, which really does not exist. If you create the notion of opposition, you create opposition simply by suggestion. A magazine page full of argument is sometimes less convincing than one alive, little backable fact, couched in a paragraph that carries the true ring of earnestness.

A lop-sided proposition—one offering or evincing a one-sided benefit—can't travel very far into the confidence of sane people. Every person of logical mind looks for and expects two sides to a proposition as naturally as he would expect to see entries on both sides of a balanced account. The notion of equity, mutual benefit, compensation, give-and-take and simple justice is a part of the mental equipment of every individual outside of nurseries and asylums.

* * *

The world is looking for the man who can do something, not for the man who can "explain" why he didn't do it.

PRICE CUTTING

By W. Haddon Jenkins, Jr.

THE "Price Cutting" retailer is unfair to his customers—unfair to himself — and unfair to the product which he sells.

Let's analyze this rather sweeping statement for a moment.

Fair dealing implies that the retail merchant shall treat all of his customers with absolute impartiality.

It implies that no individual customer shall enjoy any "concessions" or advantages that are not afforded to the entire public community.

It implies that one man's dollar shall go just as far in that store—have precisely the same puchasing power—as the dollar of any other man.

Such is the essence of the "square deal."

How, then, can a merchant dispense equity and justice when he "makes the price fit the individual sale?"

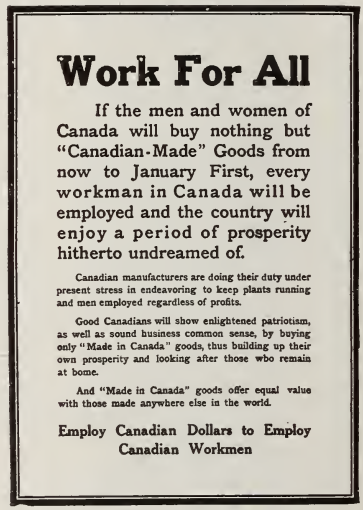
What becomes of the Square Deal Policy when John Jones is obliged to pay $590 for a car which cost Sam Smith only $560?

Obviously something is wrong about such a transaction and it is difficult to avoid the realization that Jones has been "stung"—fleeced out of his twenty-five dollars quite as effectually as by any approved method of the confidence man or ordinary pickpocket.

This is strong language — a rather startling viewpoint to take in regard to the attitude of the Price Cutting retailer.

But why equivocate about a practice that is palpably dishonest?

What difference is there between the green goods operator who represents a wad of counterfeits to be worth $1,000 and the automobile salesman who accepts list price from one man—and twenty-five dollars less from another?


Work For All
If the men and women of Canada will buy nothing but "Canadian-Made" Goods from now to January First, every workman in Canada will be employed and the country will enjoy a period of prosperity hitherto undreamed of.
Canadian manufacturers are doing their duty under present stress in endeavoring to keep plants running and men employed regardless of profits.
Good Canadians will show enlightened patriotism, as well as sound business common sense, by buying only "Made in Canada" goods, thus building up their own prosperity and looking after those who remain at home.
And "Made in Canada" goods offer equal value with those made anywhere else in the world.
Employ Canadian Dollars to Employ Canadian Workmen

Emphasizing the "Made in Canada" idea.

True, the Dealer is sacrificing part of his own profit in the cut price sale.

But he represents that car to be worth list price to the public, and he is bound in fairness to treat all of his customers alike.

An unfair transaction is dishon-

nest. There is no double standard of morality in business or social life.

It must be patent, therefore, that Price Cutting is unjust to the Retail Merchant's Customers.

Price Cutting is unfair to the retailer himself because "sharp practice" never has—and never will—hold forth promise of a future.

Ten cars sold at the list price and ten cars sold at an illegitimate discount mean twenty individual owners—all living in the same community.

These owners are bound to meet and, after comparing notes, ten tongues begin to wag in daily denunciation of the retailer who "put it over." The rest is easily imagined.

The cut price retailer will be "found out." That is a positive certainty. And the exposure means the loss of prestige and public confidence that is necessary in the conduct of any successful merchant's business.

Price cutting is perhaps an effective expedient for the man who is interested only in the success of to-day.

But most automobile agents have substantial sums invested in their establishments and are in the business to "stick."

This type of automobile agent—the thoughtful, far-seeing business man—knows that he must build his future on the sound, substantial basis of price maintenance.

He knows he must conduct his agency as a business—not as a "game" of barter and concession. So there can be little doubt that price cutting is unfair to the retailer himself.

What is bad for the customer and the retailer is, of course, bad for the car as well.

Every automobile that is sold below list price becomes more or less discredited as a result.

Price cutting indicates a fictitious value in the product, and a lack of standardization with the public.

Any car that depreciates five or ten per cent. before it leaves the salesroom is, indeed, open to suspicion as a bad investment.

So, from all angles—purchaser, agent, and the car itself—price cutting is an evil of the most vicious type.

It is a destructive force in the retail business and, as such, should be stamped out root and branch.—*Goodyear No-Rim-Cut News.*

"The essence of writing is to know what to leave in the inkbottle."—R. L. Stevenson.

* * *

Popularity depends on how you treat your friends—not how often.

* * *

We must all learn to imitate before we can originate.

* * *

If every Canadian will get down to business, business wil get down to every Canadian.

* * *

There's no business man quite so extravagant as he who tries to save by doing everything himself. —*Business Builder.*

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

THE series of advertisements which Gunn's Limited have been running in the daily press and street cars to feature their "Easifirst" vegetable shortening and butters, are noteworthy chiefly because of their excellent drawing and typographical display. It may, however, be merely a coincidence that the artist in the boy's face has reproduced a well known advertising figure of an American concern, or to be more charitable, I might imagine that the same artist drew both figures.

"Mother sure does make good pie!"
Son, do you know why it is so good?
Your mother is making even better pies to-day than she ever did before—because she uses
Gunn's Easifirst
A Pure Vegetable Shortening
RECIPE
Gunns Limited
Toronto
Montreal

The lines and technique are, however, sufficiently similar to attract attention. The reading matter is good and snappy in the taking conversational style, and in the "Easifirst" ad re-produced the recipe is well placed and sufficiently attractive. Any one who can overlook this advertising in the daily press has surely but a small interest in life.

* * *

G. H. Clare is a worthy storekeeper in one of the smaller On-

LIVE
FOWL
WANTED

Parties indebted to me will kindly attend to their accounts on or before Aug. 25th. After that date I shall be compelled to place all unpaid settlements in court for collection.

A good stock of highest grade Pine Tree Timothy seed on hand, also other grades.

G. H. CLARE

tario towns who is a firm believer in the regular use of the local press. He evidently runs in this vicinity something a little better than a departmental store, as the variety of the products he has for sale is seemingly unendable. In the ad under review, live fowl, debt collection, and Pine Tree Timothy seed, are three unrelated articles which each have a place in this worthy man's merchandising. In the second of his ads we noticed the other day the features of good

coal oil, with suitable illustration, are expatiated on and in the third one, wool is wanted, along with a full line of seeds, feeds and flour, whilst the closing injunction is to "bring along your eggs." A man of such varied activities can surely afford to be a little eccentric, but we understand that in this case, at any rate, this rather unusual style of advertising has proved more than profitable, and the good dollars have rolled along.

* * *

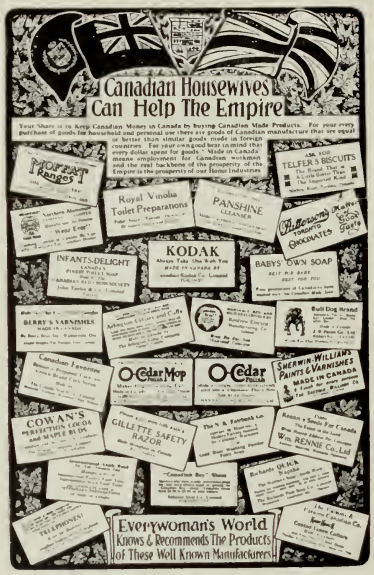
To illustrate a number of articles the shapely figure of the gentle cow has been used in recent advertising—to advertise condensed and powdered milks, the steel watering trough, and now if you please, a linseed oil mill and the last illustration is, perhaps, the most suitable of the whole lot, for what better food is there for producing the highest grade of cows, than linseed meal. "More milk and butter" is a caption which will get the farmer's eye at once, and there is just a short talk on the necessity of supplying the cow with nitrogen if best results

MORE MILK & BUTTER
Has No Equal as a Butter and Milk Producer
"MAPLE LEAF" OIL CAKE MEAL
CANADA LINSEED OIL MILLS, LIMITED
TORONTO—MONTREAL

are to be obtained, which recommends "Maple Leaf" oil cake meal as an indispensable food adjunct. The offer of booklet is a timely one, and I think that this ad bears the imprint of the experienced copy-writer.

* * *

The Composite Ad is reproduced from the inside back cover in two



colors of a recent issue of the *Everywoman's World*, and hammers home in forceful manner the way in which nearly all the women's magazines and a number of the better farm papers are guaranteeing, unqualifiedly, the statements of the advertisers they are carrying. In these little spaces, with maple leaf background, surmounted by the Dominion coat of arms and Union Jack and Canadian flags, a number of leading firms in various lines appear, the moral being that it is to the interest of Canadian house-

wives to keep Canadian money in Canada by buying Canadian goods. I am sure that Canadian advertisers will welcome this extra publicity under the aegis of the paper in which their announcement appears.

* * *

The Colomb Tyre Import Co. had an ad re-produced in the daily press shortly after the commencement of the present war and the figure of the Russian soldier with tyre instead of bandolier must have attracted attention. The argument possibly is a little far-fetched, but the idea is sufficiently simple and merely wishes to convey the thought that Prowodnik tyres have been carrying popular favor in Canada in a similar way to which Russians have been carrying everything before them

THE GREAT RUSSIAN ADVANCE
Resembles the advance of the Great Russian Tires
PROWODNIK
COLUMB
in the estimation of the Canadian public due to marvelous mileage they cover.
All Canadian Motorists should consider "Columb" claims for support
Columb Tyre Import Company Limited
Toronto Branch, - - 15 Wilton Ave.

in Eastern Prussia. As a timely ad it probably served its purpose though there is not much more to it.

WHAT'S DOING AT THE AD CLUBS

MONTREAL

Press and Advertising Club:—The first general meeting of the above club was held on October 15th, H. R. Charlton, retiring president, welcoming a large number of members. He explained how it had been planned to widen the scope of usefulness of the club, by the admission of members of the editorial staffs of recognized publications. Ralph W. Ashcroft, advertising manager Canadian Consolidated Rubber Co., was elected president, H. R. Charlton being elected one of the honorary presidents.

It was decided to keep all absentee members of the club now at the war on the rolls of the club without any action on their part.

The officers elected included: honorary presidents, Lord Northcliffe, O. S. Perrault, H. R. Charlton, honorary vice-presidents G. H. Ham, W. W. Southam, Lorenzo Prince, Eugene Tarte and Capt. Filliatrault; treasurer, J. H. Thompson; secretary, Charles E. Peabody.

* * *

TORONTO

Every department of the Toronto Advertising Club is now in full swing, and some most interesting papers have been read with subsequent worth-while discussion.

Thomas Bengough, one of a committee appointed by the Government some time ago, to enquire into matters of technical education,

was the speaker on October 13th. The evidence collected by this committee was secured in many different parts of the world, and Mr. Bengough's talk emphasized the need of more and better technical education in Canada, and spoke on what was being done to secure it.

Speaking generally, technical education had developed to a considerably greater extent west of Fort William, than East of this centre. In Toronto there were no organized agencies to direct the youth of the cities to industrial pursuits, whereas there were a large number of night schools training these for commercial life. But night schools could not be the so'ution of giving the best industrial training.

Two hundred million dollars a year, claimed the speaker, would be added to the farm output of Ontario alone, by adopting scientific principles of farming, which could only be put in practice through technical education.

Canada stood a very poor chance of capturing Germany's trade until she began to learn the alphabet of science as her enemy knows it, and regret was expressed that no definite action had yet been taken by the Dominion Government with regard to a large expenditure for this purpose throughout the provinces.

* * *

The Department Sessions got away to a good start on the evening of the same day, when the Graphic Arts Section had a most successful round-table discussion.

Following this meeting at regular intervals twice a week, the magazines, weeklies, and farm press, direct advertising, retail advertising, salesmanship (under which section W. S. Dinnick, of the Dovercourt Land, Building & Savings Co. gave an interesting address on personal efficiency, and the making of a salesman) trade and technical section, and agents, held profitable and well attended meetings.

* * *

"Grace, Grit, and Greenbacks," was the subject of Dr. James L. Gordon's well known lecture, given under the auspices jointly of the Toronto Ad Club and the Business Science Club, at the Forester's Hall on October 16th. The lecturer evoked considerable laughter by his witty manner in handling the subject, and when speaking seriously, maintained that success could not be measured by the number of dollars a man possessed.

Canada, he asserted, had a glorious future awaiting her. The investment of men and money now being sent to the Old Country would be all paid back with interest on the conclusion of the war.

The lecture was preceded by an entertaining musical programme sustained by Miss Marie Javery Gresham, Albert E. Greenlaw, and Edouard Hesselberg.

* * *

Following along the educational committee's plan to keep the members better acquainted with their own city, the club was fortunate enough to obtain the services of Mrs. A. M. Huestis as speaker at the luncheon on October 27th.

Mrs. Huestis is president of the Women's Council, comprising no less than 57 societies, and she certainly opened the eyes of the majority of the members present, in her talk on "Some phases of the work of Toronto women." The speaker, in a lucid and interesting address claimed that the credit in Toronto is largely due to the various women's organizations, for righting the water supply, regulating the milk output, cleaning up the ward, and other poorer sections, the institution of medical inspection in schools, formation of play grounds, establishment of the Mothers' Pension Fund, and the Patriotic Fund, work in the Women's and Juvenile Court, and in the Toronto Gaol, introduction of police women, formation of the Social Survey Commissions, Women's Employment Bureau, and organization of the Patriotic Fund Supplies, and amply made good her claims. This surely is a list to be more than proud of, and has in no small measure, been accomplished by the president's untiring energy.

* * *

On October 19th the second of the monthly social evenings was held. Those, who either by reason of inability or indifference, were not present, certainly missed a very jolly evening.

Murray Ross and his co-workers ought to be congratulated on the many original and enjoyable stunts which they pulled off.

THE OUTSIDE VIEWPOINT

By E. St. Elmo Lewis, Vice-President and General Manager, Art Metal Construction Co.

"JUST because a thing is new, doesn't argue that it is bad; just because an idea is advanced by a man outside an organization, doesn't mean that that makes it unworthy of your best attention and co-operation. It is so easy to damn a thing with the phrase that' We have never done that before,'or' Our business is different.' It is only the ignoramus that gives those things as a reason why a thing should not be done. I have found, in a somewhat busy life, and a somewhat varied one, that the men who are not up on a thing, are generally down on it. I have found men who have never been disturbed in the easy flow of their time and hour, who have made a nice little groove in which they lie down as though they were in a feather bed. These are the men who are the hardest to handle, the hardest to get to do the new thing in the new way that the day requires. Just think, for a minute, that the outside viewpoint is sometimes the most vital. We get so interested in the work immediately in front of us, we get so interested in the work that is in our office, or our department, we get so used to doing a thing in a certain way, that we resent the fellow who comes along and jars our attention away from the work there and asks

us to do it in a different way. We decry against it, and try to fool ourselves. We don't enter into the proposition and make an

Penmans
Hosiery
Finer Hosiery Means
Better-fitting Footwear
You wouldn't expect foot comfort in shoes worn over ill-fitting hose. Penmans Hosiery is shaped-in-the-knitting to conform to every curve of foot and leg. Reinforced where necessary and seamless. NOTE—Nobody nowadays wears seamed hose.
Penmans Hosiery is unshrinkable, also has greater durability than you are perhaps accustomed to. Its silky smoothness and sleek, velvety feel tell unmistakably of superior yarns.
Try naming the make—say "Penmans" and wear it. You'll get better hose.
Made in cotton, cashmere, lisle and silk, for men, women and children.
Penmans Limited
Paris, Ont.
ALL PENMAN PRODUCTS ARE MADE-IN-CANADA.

A new effect that is not entirely effected

examination to find out whether it is right or not. We don't find out whether it is true or not, but we make use of some cant phrase, as though we were damning it and we say, 'It was never done before,' or 'This business is different,'

"Why, all great changes come from the outside. Did you ever think about that? It is true. Pasteur who discovered the anti-toxin for a mad dog's bite, for instance, was not a doctor at all. Most of you thought he was. Bell, the inventor of the telephone, was not an electrician. Morse, the man who invented the telegraph, was a portrait painter. Ingersoll, the man who made a watch for a dollar, thereby making the dollar watch famous, was a farmer. He wasn't a jeweler nor a watchmaker. Columbus, who discovered America wasn't a sailor. He was a comber of wool. Cromwell, who gave to England its second Magna Charta, was not of the royal blood, yet he sat upon the throne. The Cambria Steel Co. was in the last depths of despair and near bankruptcy when a mere dry goods merchant took the presidency and made it a great financial success. Napoleon, the conqueror of Europe, was a mere Corsican adventurer, and Gari-

PERRIN'S
BISCUITS
ARROWROOT, MALTO CREAM SANDWICH, OPERA FINGERS, WATER ICE WAFERS, LEMON NECTAR
These and other Perrin's Sweet Biscuits are the very acme of deliciousness. We put them in our
SPECIAL "SAMPLER" PACKAGE
so that you can sample them readily. We will send this delightful assortment of our fancy biscuits to you for 10 cents in coin or stamps and your grocer's name. Some of them may be entirely new to you — you will probably like them all.
Write for the sampler package to-day.
D. S. Perrin & Company
LIMITED
LONDON • CANADA

Good appeal to get sample package

baldi, who remade Italy, was a plebian, red-shirted workingman.

"Thus, I wish you not to ask who he is, or what he is, but ask yourselves—is he right? Don't belittle what he suggests; don't scorn and sneer at him because he hasn't been in the business as long as you have, but just ask, 'Is what he says true?'"

* * *

No cheating or bargaining will ever get a single thing out of Nature's "establishment" at half price.—John Ruskin.

THE OPTIMISM OF ADVERTISING

TWO things make advertising almost a synonym for "optimism."

One is that the advertiser who would be successful must be an optimist. The other is that when an advertiser loses his optimism he generally cancels his advertising.

"Business is rotten," exclaims the manufacturer, and forthwith orders all his advertising stopped, little realizing that his own action is one of the causes that make business rotten.

Cancelling advertising is so easy that it is nearly always the first step toward retrenchment. The matter is seldom decided on its merits. It is impulse. Advertising must be an expense, the advertiser reasons. Therefore, to cut it off effects a saving.

The stoppage of advertising during times of stress and change has two bad effects upon the business involved. It turns off immediately a method of securing new business and holding old business. In addition to that, it advertises the pessimistic views of the advertiser, and therefore spreads his own lack of faith in himself, his goods, his country, and the future to other business men who are, perhaps, also on the verge of doing the same thing.

Without in any way minimizing the crisis which the world now faces, without ignoring the fact that a long expensive war in Europe will result in a great deterioration of values and a tremendous adjustment of commerce and finance when it is over, there is nevertheless sufficient ground for believing that this country is going on, that the manufacture and consumption of goods will continue, and that the manufacturers who are enterprising, alert, and far-sighted enough to take advantage of existing and new markets and to push their business as they would in ordinary times, are going to benefit by their actions.

The point is that the war will either end everything in the world or it will not. If it does not, business, among other things, must go on. In our own country it must go on now. It cannot wait until the war is over.

In this country there are a hundred million of us who must live and who must buy all the things that make life possible, and somebody is going to supply these things.

There are very few articles that we cannot make or produce. We have now an opportunity to find out what we can do. All of these new resources will develop business and that activity which ultimately results in good times.

Every manufacturer who has been in the habit of advertising and who can get materials from which to manufacture his goods ought to push on with his methods of selling goods, advertising included, just as in normal times. If he is a real advertiser he will realize that at such a time his competitors will probably relax their efforts, and he therefore will make a corresponding advance in his.—*The Outlook.*

SERVICE AN ADVERTISING AGENT SHOULD RENDER

By John O. Powers

This much debated point is discussed in a lucid manner in the following article, which to our readers who are buyers of advertising will prove especially interesting.—EDITOR.

THE services which an advertising agency should render its clients seems to me to consist of the following elements:

1. Investigation and analysis.
2. Plan.
3. Selection of media and spaces.
4. Preparation of copy.
5. Connection with the work of the sales department.

1. Investigation and analysis. Until the situation is thoroughly understood—the article, the demand for it, the demand that can be created for it, the jobber's attitude towards it, the retailer's attitude towards it, the salesman's attitude towards it, the consumer's attitude towards it—until all these facts (and others which will occur to the thorough analyst) are thoroughly understood and given their proper importance, it is impossible to form a plan. Yet one of the most common methods of solicitation by advertising agents is to attract an advertiser by a plan which looks good. Clearly, however, a plan cannot be sound unless it is founded upon all the knowledge that exists concerning these important points. The proper service of an advertising agent begins with a most thorough and searching investigation and analysis of the facts.

2. Plan. The advertising agent by consultation with the sales department and the head of the business arrives at a plan of operation which must fit into the selling methods of the business or to which (if it is right and the selling methods are wrong) the selling methods must be fitted. This is a matter involving hearty cooperation and willingness to "give and take" between all of the elements and people concerned. Each person should be willing to contribute what he can toward the plan, and be willing not only to give criticism of his own ideas, but receive it in good spirit. He should not be intent upon his own glory, he should not try to make his plan go through, but to do what he can to see that whatever plan goes through shall be the best for the interest of the advertiser. This is more important than that the plan should represent the ideas of any one or even two men. This plan when it is adopted should meet with the hearty approval of advertising agent, advertising manager, head of the business and sales force, so that all can have that stimulus for good work which

comes from believing in what they are doing.

3. Selection of media, etc. The selection of media and spaces is, of course, part of the plan. This is a matter of work, industry, and thoroughness and judgment, and whether this is well done or not depends upon the character of the man at the head of the advertising agency. If he is the kind of a man who realizes that it is just as dishonest to handle money carelessly as it is to steal it, he will see that the advertiser receives the proper attention in this most important matter.

4. Copy. Copy also is part of the plan. Everybody should agree with or at least be willing to follow the leader on what is the best thing to say. It is then the advertising agent's business to say it with words and pictures that will first, get seen; second, get read; third, get believed, and fourth, make the reader do the thing that you want him to do in order to carry out the thing that is planned. This involves more analysis, more investigation, and an infinite amount of work. Advertising space is opportunity and the advertiser who realizes that brains not only cost money but are worth it, and is willing to pay the price to have good stuff put into his space—that advertiser is going to make the biggest profit on the money which he pays for his advertising. The advertising agent who appreciates the seriousness of his duty in this matter of getting the right thought and getting it to the reader and getting the reader into action, is the one who need not bother very much about holding his business.

5. Connecting methods between advertising and selling. Advertising is only a method of salesmanship. In most cases it creates a demand and an atmosphere in which the selling department can work to the best advantage. In order to get the best results from the advertising it must be closely linked up to the other methods of salesmanship. The impulse which sends a consumer to a store to buy something must not be allowed to weaken, must be strengthened until it becomes a sale, and a satisfactory sale, too, in order that the consumer may have the proper confidence in the article and use it in such a way as to get the best results from it. This means that the retail salesman shall do his work right, that the wholesale salesman shall do his work right, that your salesman shall do his work right and that everything shall pull together for the consummation of the satisfactory sale. This is done by a number of means so various that they cannot be described here. What they are depends upon the situation.

But the connection must be there. It will not do merely to shoot advertising ideas into the empty air.

All this requires thorough investigation, careful analysis, insight, ability and work, and these must be behind the services that an advertising agency renders its client.—*Standard Advertising.*

MEN AND MEDIA

G. A. LeRoy, advertising manager of the Western Clock Co., LaSalle, Illinois, who had been fighting with the French forces at Antwerp, was killed in action recently.

Mr. LeRoy was well known to many Canadian advertising men, and the news of his death will be received with widespread regret.

* * *

The Montreal *Daily Star* have in a number of recent issues been doing a good service to the commercial slogan, "Business as Usual," by devoting full pages to a series of interviews with local merchants and manufacturers. These, in most instances, are highly optimistic, and expressions of hopefulness should tend to steady business.

* * *

The *Acts* of the Toronto Advertising Club is the latest product of this live body, and is a veritable mine of information, giving details of future meetings and running comment on past events.

Chairman Manchee of the Publicity Committee, with his colleagues, are reponsible for its production, and must be congratulated on the snappy interesting little pamphlet.

* * *

The Montreal *Herald and Telegraph* forward a sworn affidavit of circulation in which not only the notary's signature is reproduced, but the seal itself is stamped on each page of circulation figures.

This is a novel idea we do not remember having seen before, and will surely attract attention.

* * *

The Saskatoon *Phœnix* recently brought out a special Exhibition Harvest Number, exploiting the

They fill
the game bag
FOR successful shooting in field or marsh and high scores at the traps, use
Dominion Shot Shells
Absolutely uniform and dependable—producing complete shooting satisfaction.
The crimp on each shell is firm and hard, the action in pump guns is positive. The shooting of one shell shows the qualities of every other — close pattern; sure, quick primers; high velocity; even pressure; moderate recoil.
Ask your dealer for the "Canuck," the quick load for fast shooting.
Other popular shot shells: Imperial, Regal, Sovereign and Crown.
Sold everywhere.
Send 10 cents postage for set of colored game pictures.
Dominion Cartridge Company, Limited
810 Transportation Building
MONTREAL
The only ammunition entirely made in Canada.

Dominion cartridge copy is always distinctive

advantages of their city and incidentally giving accounts of the growth of many of the leading businesses, and details of the men responsible for them.

T. K. McCallum, as managing director of the reorganized company, is to be congratulated on this really excellent production.

* * *

The Montreal *Standard* forward a very fine piece of photography and printing, in the form of a

booklet on the life at Valcartier Camp. Such booklets as this are bound to connect up any paper with the idea that it is the journal which reaches high-grade buyers.

* * *

The Farm and Ranch Review, Calgary, forward some reliable statistical information on Alberta for 1913 to 1914, giving an estimate of Alberta crops, live stock, and some candid statements as to the general conditions out West. This booklet will be kept on file and referred to.

* * *

E. St. Elmo Lewis, vice-president and general manager of the Art Metal Construction Co., of Jamestown, N.Y., has been elected a member of the board of directors of the Art Metal Construction Co., Limited, of London, England.

Mr. Lewis has frequently lectured on advertising subjects in Canada, and is well known to many Canadian advertisers.

* * *

J. S. Crate, who has held many responsible positions on the editorial staffs of the Toronto *Globe*, *News* and *Star*, and the Montreal *Daily Star*, has been appointed managing editor of the Ottawa *Evening Journal*.

* * *

Fleetwood H. Ward, formerly general manager of the Montreal *Herald*, was instantly killed last week when struck by a westbound Grand Trunk train at Strathmore station. He was trying to catch a C.P.R. train to Montreal and did not see the other approaching. Mr. Ward was forty-one years old and was president of the Ames-Holden-McCready Co. and a former vice-president of the Canadian Rubber Co.

* * *

Robb Sutherland, formerly of the New Westminster *Daily News*, has been appointed editor and manager of the Nelson *News*, succeeding W. Garland Foster, who has gone to the front with the second Canadian contingent.

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Patriotic and Profitable

Manufacturers—Do you realize that a great "Made-in-Canada" sentiment is sweeping over the country, and that many thousands of people are desirous of substituting "Made-in-Canada" goods for the imported wares they have been in the habit of purchasing?

Do you realize that you can perform a real service to the public and secure increased business for yourself by advertising the goods you manufacture and making them known as "Made-in-Canada" goods?

There is no better place to start a campaign than in Toronto, a city of half a million ardent Britishers —and the best paper to use there is THE EVENING TELEGRAM, which has a circulation in Toronto equal to that of any other two papers.

Daily average circulation last week, 87,147, and IN TORONTO, 82,090.

THE EVENING TELEGRAM

TORONTO - - - CANADA

"STRONG ON *COPY*"

What shall we serve for Refreshments?
ALWAYS the hostess's pressing problem. For every occasion when you need to serve light refreshments, you can delight your guests with—
PARIS PATÉ
PARIS MEAT PATTY
THE most tempting of all cooked-meat delicacies. Made from delicious meats and spices—prepared and cooked by clever French Chefs. Needs no cooking—just ready to serve.
Keep a tin or two handy. Your Grocer sells Paris Paté.
For Balls, Parties, Receptions, Dinners, etc.
"Good for everybody—young & old alike—at all times.
10c. at all Grocers
Prepared by SOCIÉTÉ S. P. A. MONTREAL 10

IT is very gratifying to find that, among other good things said about this Agency, it is recognized that J. W. T. "Copy" takes a leading place in Canadian Advertising to-day.

J. W. T. Advertisements have won their success not upon freak ideas—not upon sensational art treatment—but upon the presentation of some distinctive selling point and the building up of the whole advertising "copy" in a simple, forceful way that will convert a "reader" into a "customer."

The Advertiser's white space is not merely filled. It is made to carry as live and as lasting a message as it will hold.

"Built in Canada"

J. W. T. "Built in Canada" Sales and Advertising Campaigns are the outcome of practical local experience plus the added assistance always available from the resources of our immense organization.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 7
NUMBER 12

DECEMBER
1914

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The Turning of the Tide

It is not too soon to assert that the tide is turning in favor of the Allies.

For recent official reports warrant this optimistic view!

But what of future business—of next year's business? Should we not

"Take the current when it serves
Or lose our ventures."

Many Canadian manufacturers through lack of "know how" have overlooked the power of publicity.

They need a guiding hand—the advice of a well-equipped and up-to-the-minute Advertising Agency.

We can point with pride to a number of successful Canadian advertisers who have linked up with

Norris-Patterson
Personal Service

We are co-operating with them to make their 1915 business "Bigger and Better Than Usual." May we render you the same service?

A request for details as to how we can serve you will not obligate you in any way.

Write, call or phone Adel. 2231.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BLDG. - - TORONTO

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 7. Toronto, December, 1914 No. 12

STRAIGHT TALKS

THE TIME FOR EXTRA EFFORT

A RECENT communication from our worthy contemporary, *Standard Advertising*, discloses a situation that has, we believe, an exact parallel in Canada.

We have nothing but optimism for the business outlook in the future,—possibly in a nearer future than most of us dare to hope—and the whole-hearted manner in which the Allies are working together to stem the tide of German invasion augurs in the most favorable way possible for the final success of the Allied arms.

But while many of our leading advertisers are holding their heads up in these abnormal times and refusing to be frightened by the scaremongers, there is a section that, although admitting the folly of cancelling or curtailing their advertising, act against their better judgment and keep their money in the bank.

And those publishers who are bemoaning the loss of advertising revenue are the very ones who fail to realize that extra effort is required at times like the present to retain and create advertising patronage—they are omitting to use the power of publicity to further their salesman's efforts.

As Seth Brown puts it, if the publishers in this country would stand together, and do what they could, they could produce a force which would have more effect in helping business at the present

Ignoring the Retail Merchant

WHEN Sir George Foster, Minister of Trade and Commerce, decided to advertise Canadian apples for Canadian consumption he ignored the retail trade entirely. This was quite unintentional on his part. Advertising was a new phrase of business to him. He called in an advertising agency who told him the proper thing to do was to give them the money and to spend it in the leading daily papers. No effort whatever was made to explain the situation to the retail trade. The result has been that the retailers were placed at a disadvantage, as the public were not properly informed. They understood that apples were unusually plentiful this year and could be bought cheap. So they can, but apples of fine quality, such as leading grocers sell, cannot be bought from the farmer at low prices. When retailers who give more thought to their reputation and the value they give for the money were asked to sell apples at about $1 a barrel—the price they were led to expect from the advertising—for which they paid the wholesaler or farmer, $2 or $3, the consumer naturally believed the retailer was robbing him. Right across Canada in consequence the feeling has gone that the retail grocer, who has probably the smallest margin of profit of any dealer in the country, is making enormous profits and is the man responsible for the high cost of living. Letters are pouring in to the newspapers, and some are being published from indignant consumers, who refuse to believe the explanations.

The Canadian Manufacturers decided upon a campaign to urge Canadians to buy Made-in-Canada goods, and $30,000 is being expended under the direction of another advertising agency. Again, the retail trade are ignored, and so are practically all the important weekly newspapers, and the local weekly paper is as carefully read in the smaller cities, towns and villages, as is the Bible. The manufacturers now complain they are not getting the results from their big expenditures they anticipated.

The theory of the advertising agency is that if an article is strongly advertised the retailer has got to handle it whether he likes it or not, but this has not worked out in practice. The fact is that no article has ever been forced on the retail trade permanently. The average advertising agency is not equipped to deal with the retail trade. They do not understand questions from the retailers' standpoint and advertising agencies that ignore the retail service are not giving intelligent service to their clients. As manufacturers learn more about advertising they realize that the most important factor, an absolutely essential factor, in selling any goods, is the co-operation of the retail trade.

The National Drug and Chemical Co., who are members of the Canadian Manufacturers Association, are to be congratulated upon coming out strongly on this point. They pay an annual subscription of $70 to the Manufacturers' Association, but announce, in a circular to members' their willingness to appropriate $250 or $500 a year towards a proper advertising campaign, provided that the retail trade is not ignored. In the circular they have sent to members of the Manufacturers' Association they say, "to get the full benefit of the newspaper advertising, it is necessary that each manufacturer should make ever effort to interest the retailers in the movement, in order to get them not only to use their influence towards educating the public by means of effective window displays of Made-in-Canada goods, but also to get the retailers to really push the sale of goods. Therefore, too much stress cannot be laid * * * * * while at present the public take faint interest in the Made-in-Canada movement, it would, with the retailers' co-operation, take a very decided interest in the movement and would be anxious to purchase Made-in-Canada goods." As large advertisers themselves, they say further, "that unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of Made-in-Canada goods that the money now being expended in the public press will, while creating some slight attention, be ultimately lost," and again in the circular they say, "to bring the present movement to a successful issue will require not only enthusiasm but continuous hard work on the part of each manufacturer with the retail dealer."

These two national experiences are of great value in opening the eyes of all manufacturers to the absolute necessity of securing the co-operation of the retail trade in promoting the sale of any article.

Advertising agencies are a very useful adjunct in national selling campaigns. There are some able and brilliant men associated with the agencies in Canada, though unfortunately many of them lack a real experience in, and grasp of, trade paper advertising.

Some of them recognize this and are honest enough to tell the manufacturer frankly they are not equipped to handle campaigns to the retail trade, and advise him that this feature of selling is of chief importance and should be directed by the manufacturer himself or his general sales-manager.—The Canadian Grocer.

time than possibly any other force in the country. The right sort of push and effort and confidence is the only thing which is going to put a hole through the armor plate of business resistance and inactivity.

The quantity of really forceful advertising literature that reaches us from the States is surprising, but with a few exceptions there is little representation from Canadian publishers. This is not as it should be. At a time like the present, business must be gone after all the harder, and both publisher and agent should use to the full the pulling power of publicity.

The majority of advertisers are inclined to apathy at the best of times, and in abnormal times it is all the more necessary to keep them awake to their own interests.

To quote again from Mr. Brown, if the publishers and the agents would show by their own example that they have confidence in the ultimate business success of this country—if they will put forward a strong and vigorous front at the present moment, they will do more, in my judgment, to help things along than any other force can accomplish.

"PEACE ON EARTH"

CHRISTMAS 1914 will soon be with us with a sadly distorted version of the Bethlehem message. With one-half at least of the so-called civilized nations of the world at death grips, the "peace and goodwill" message sounds too like a hollow mockery.

Yet we in Canada have much to be thankful for. Thanks to the watchful guarding of the Empire Navy, trades routes have been maintained, and though many industries have been affected with consequent loss of employment, short hours and curtailed wages, yet every indication points to a reawakening of business in the coming year.

Canada has shouldered her share of the responsibility manfully, but the cares of sad hearts and empty chairs are, so far, isolated here.

We have only to think of the sadness this Christmas-tide in thousands of British homes,—aye in French, Belgian, German and Russian, too—to show not only our passive but our practical sympathy for the bereaved.

Canadian advertisers will, we know, not be slow in exercising their obvious privilege in this respect. Their reputation for generosity will be maintained.

May the joy of giving be a very real gift for you all this Christmastide, and may the Festive Season find you blessed with a bumper measure of health and happiness.

IF YOU USE

THE WINDSOR RECORD

it is quite sufficient for the Essex district.

DAILY CIRCULATION
EXCEEDING
7,000
SEMI-WEEKLY
3,500

22% Gain

The Morning Albertan gained 22% net paid circulation during the short period of six months, April to September, 1914.

This increase of quality circulation is bringing from Albertan advertisers reports of increased results from direct-return copy. Contracts made now for 1915 business will be closed at present low rates.

Write for sworn circulation statement and rate card.

The Morning and Weekly Albertan
CALGARY, - ALBERTA
Alberta's Greatest Morning Paper
Member of Audit Bureau of Circulation

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

IGNORING THE TRADE PRESS

A CONDITION of affairs seems to exist, which, though perhaps over-emphasized in some quarters, yet it undoubtedly imposes a real handicap on an important section of publishers.

We refer to the policy of many advertisers and not a few agencies of either ignoring or undervaluing the big trade papers.

Far from wishing to suggest that such action is due to any wilful neglect on the part of Canadian advertisers or agencies, we suggest that it is due to lack of appreciation of the fact that, in the merchandizing of any line of goods, co-operation with the retailer is a most important, nay, ever an essential factor.

The trade press holds a unique position in the modern publishing business. It is the strong connecting link between manufacturer, jobber and retailer—it is the salesman's introduction that creates good will in advance, and with the vast improvements in editorial matter and general make-up of recent years is coming into its own.

Two instances of recent date will reveal the manner in which the logical channel through which to gain the retailers' co-operation —the Trade Press—has been overlooked.

In the campaign to advertise Canadian apples for the Canadian consumption what occurred? The total appropriation was spent in the daily press, and although we are fully agreed that in a campaign of this description, newspaper publicity is not only profitable but even indispensable, yet no effort at all was made to acquaint the retailer with the entirely new conditions that had arisen.

True there has been an abundance of apples this fall, but nothing like the minimum prices quoted have been obtainable for apples of the best quality. The consequence has been that the consumer, unable to buy prime fruit at the cost of seconds, has jumped to the conclusion that the retailer was the "villain in the piece" and that he was responsible for the high cost of living.

The government had created the demand, and it was hard to persuade the consumer that he was not being robbed when he found he could not obtain the goods at the prices he was led by the advertising to believe were ruling.

Then, again, the campaign of the Canadian manufacturers to exploit the "Made in Canada" idea has not produced the results anticipated because the retailer, and the most effective media to reach him, have both been ignored.

One of our biggest corporations, the National Drug and Chemical Company, feel very strongly on this subject, and state they would be prepared to subscribe heavily to a further "Made in Canada" campaign, provided the retail trade is not overlooked.

As they put it pointedly, "Unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the

LONDON, ONTARIO

population given by new city directory—

64,500

The London Free Press

(Member Audit Bureau of Circulations)

Average Net Paid Circulation For Quarter Beginning July 1st.

40,836

London is the hub city of Western Ontario—the most get-at-able and responsible market in Canada to-day.

Advertisers with most experience recognize the "Free Press" as the best salesman in Western Ontario. And it's always on the job. Are you employing the best salesman to get your share of the Christmas business from Western Ontario?

Terms by return mail direct or from

EDGAR J. GUY, Toronto Representative

61 CANADA LIFE BLDG. **PHONE MAIN 2392**

There are two very good reasons

why the premier place on the list of media for your Christmas and New Year campaign should be occupied by

The Gazette

MONTREAL

First—It is the season for a general loosening of purse-strings.

Second—The readers of THE GAZETTE have admittedly greater average spending power than those of any other newspaper in Canada.

THE GAZETTE PRINTING CO., LIMITED

MONTREAL

important movement of developing the sale of 'Made-in-Canada' goods, the money now being expended in the public press will, while creating some slight attention, be ultimately lost. To bring the present movement to a successful issue will require not only enthusiastic but continuous hard work on the part of each manufacturer with the retail dealer."

Of recent years there has been no greater expansion or extension of usefulness in any section of the publishing business than in the trade press, and its value as a connecting link and sign post to better business methods is undeniable.

The accusation has been levelled that some advertising agencies not only fail to use the trade papers, because they get no commission from them, but even go so far as to discredit them. Our experience does not fall in line with such statements, but rather, we think, if the trade press is being neglected and not given its rightful place in a merchandizing campaign, it is because the agencies have not the organization, and do not feel themselves competent to advise the inclusion of this form of publicity.

We feel these advertising media are worthy of much more attention alike by advertisers and agencies, and when the importance of the trade press is better realised, its use will only serve to enhance the value of other forms of publicity.

THE PROSPEROUS FARMER

ONE is accustomed to hear on all sides reports that everything in the cities is going to the dogs, and that the only class who have money to spend are the country dwellers.

In a general sense this is correct, especially when dealing with the Western farmer. A striking comparison for the months of August, September, October and the first ten days of November in the years 1913 and 1914 reaches us from *The Grain Growers' Guide*, and these figures are as nearly correct as it is possible to obtain.

In the two Augusts the prices of wheat, per car, were respectively $1,258 and $1,429.

Comparing the two Septembers.... $1,156 and $1,489
Comparing the two Octobers..... 1,071 and 1,497
Comparing the two Novembers..... 1,091 and 1,589

the larger amounts in each case referring to the year 1914.

This means that since the outbreak of the war, prices have steadily advanced and are still going up.

When we realize that farmers have been receiving in the last few months from $350 to $500 more, on the average, for each car of wheat, we must admit that they will have money to spend on improvements and luxuries. With wheat at $1.20 a bushel Canadian advertisers cannot afford to overlook those media which reach the

Our Back Cover

possesses unusual advantages. It is without any question the choicest position in the paper, while the opportunity offered for the use of color is such as should command the serious consideration of every national advertiser.

The preparation of special color advertisements is simple and inexpensive if made part of a comprehensive scheme of color work for booklets, window displays, store cards, street car cards, etc.

We use high grade cover stock and can handle any combination of colors desired

Available Dates
January 2nd & 16th
April 3rd & 10th
June - - 5th
July 10th & 13th
December - 18th

Canadian Courier

181 Simcoe Street, Toronto, Ont.

James B. Allen, Advertising Manager.

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(FOUNDED 1866)

LONDON CANADA

is now nearing the end of its 49th year and has lived to realize the truth of the motto it adopted at the first, **"Persevere and Succeed."** Its readers and advertisers have evidently adopted the same motto judging by their continuous patronage of The Farmer's Advocate; they find it pays.

A sample copy and advertising rates sent free on application. Write

THE WILLIAM WELD CO., Limited

LONDON CANADA

farmer who is getting this high price for his grain, and there is every likelihood of a big accession of advertising patronage for the farm press in the near future.

THE SELLING PRICE OF THE NEWSPAPER

WITH the slump in advertising patronage occasioned in every part of Canada as a result, either directly or indirectly, of the present war, the mounting cost of paper stock, and mmww heavy haulage charges for many papers, the question of the proposed increase from one to two cents deserves attention.

In some cases, notably in Winnipeg, two of the leading papers have already increased the weekly cost to ten cents; in other Western centres the proposal does not apply, as they have always been five cent papers, while in some cases, notably the Montreal *Gazette*, the price has always been two cents in competition with a one cent paper, and in others, as the Guelph *Mercury*, the increase to two cents has already been made with a gratifying increase in circulation.

But the big majority of dailies still retail at one cent, and in view of existing circumstances it seems only a matter of time until they will be forced to increase the price.

We are in accord with those publishers who take the stand that the revenue derivable from circulation should, at least, cover the cost of white paper and distribution, and do not believe that advertisers should be called upon to pay for more than the general operating expenses exclusive of circulation.

Many publishers apparently are deterred from making the change, owing to the fear that the loss of circulation incidental to the increased price would prove an overwhelming calamity, but in every instance of which we have heard, where the change has been made, the figures, even though showing a loss for the first week or so, have in every case returned to normal, and in many cases, have shown a notable increase.

Publishers seem to be fairly well agreed that a change in subscription prices is desirable—they acknowledge that the burden of newspaper costs is on the shoulders of the advertiser—they admit they are living from hand to mouth, and they see in an increase in price not only the removal of an unjust burden from the advertiser, but its transference to the subscriber, who for too many years has not borne his share of the cost of production.

Another point—an important one—is brought out by a leading publisher who considers that until newspapers are sold for two cents, so that a profit can be made in circulation, the press as a whole cannot be so independent in thought and action as it should be in the public interest.

QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON
Publishing Company, Limited
Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL; 13 Coristine Bldg.
J. J. Gallagher, Managing Director

It is not likely that any universal change will be made in the near future—publishers will hesitate to take the chance of facing any serious loss in circulation, because too many advertisers still are content to buy quantity of circulation alone, without any regard to its quality. But we do think such a radical change would not only be fair to advertiser and publisher, but that it would impose no undue burden on the subscriber.

A CORRECTION

HARD on the heels of our "Straight Talk" in November issue, entitled "Made in Canada," comes a circular letter from the Roberts and Mac Avinche Agency of Chicago, advising that the well known Arrow brand of collars are made in St. Johns, P.Q., and that nothing but Canadian operators are employed.

The point, therefore, of our article in question is somewhat clouded, because we intimated that the well-advertised "foreign" brand was in steady demand, while the "domestic" article was receiving but little patronage owing to the lack of publicity afforded it.

Even though this inaccuracy crept into our columns, it does not in any way weaken our argument.

To buy "Made in Canada" goods is a worthy habit to be cultivated, but the process of acquiring this habit by the general public is going to be a slow one unless familiarity with "Made in Canada" goods is developed through the medium of persistent advertising.

Any worthy article backed by forceful publicity can be introduced to the profitable Canadian market, but quality and persistence are inseparable elements in the success of any kind of advertising.

LEARNING FROM OTHERS

THEORY in its proper place is an excellent thing, but theory without practice is apt to prove not only unprofitable but actually misleading.

In our efforts at all times to further the cause of "more and better advertising," mere theories have had but little prominence in our columns. What we believe to be of real service in helping our readers to solve their advertising problems are the accounts of the advertising experiences of those who have been confident enough to put their advertising theories into practice, and who have "made good."

It matters little whether one manufacturer's goods are similar to those of another. There are always the broad principles in evidence, which have made for success, and from the details that have gone to make up a successful campaign in any particular instance may be gathered a fund of information for any advertiser who intelligently seeks to build up a bigger business and better profit.

THE
TORONTO
DAILY
HEBREW
JOURNAL

THE ONLY
JEWISH DAILY PAPER
IN ONTARIO

An Advertising
Medium
of Known Worth

Rates and details from all recognized Advertising Agencies in Canada and United States or from us direct.

CANADIAN JEWISH
PUBLISHING CO.,
LIMITED
Publishers of the
TORONTO DAILY HEBREW
JOURNAL
67 Elizabeth St., TORONTO
TELEPHONE MAIN 4582

It's Time to Begin

that campaign to our more-than-ever prosperous farmer folk. Remember, Mr. Farmer is not given to make snap decisions to purchase. (Give him time for the family counsel.) Here he is indoors now—reading more carefully, his favorite

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

and it is the advertisements he sees now in the paper, that will decide whether his business is yours or a competitor's.

Big things are planned the coming year—in Ontario alone upwards of one million acres have been sown to wheat.

So arrange at once to tell your story in the family counsel. Twenty-two thousand farm homes, in which Canadian Farm is read—some 88,000 persons, we estimate, are waiting to hear from you.

It's time to begin your appeal right now.

The FARM PRESS Ltd.
Publishers
181 Simcoe St. - TORONTO
A. M. ORME, Advertising Manager

Commencing with this issue we are including a series of articles reviewing the recent publicity of some of our leading manufacturers, and on another page will be found a resumé of the features of some of the current advertising of the Gillette Safety Razor Co. This will not include their general publicity now appearing in the newspapers, magazines and bill boards, but deals more particularly with the co-operation they are giving to the dealer.

We feel sure this new departure will be welcomed by our readers.

THE VALUE OF INDIVIDUALITY

IT is well understood that printed publicity to be most effective, must have originality. For this reason the natural propensity which artists have of creating personal methods of treatment is most commendable and of great benefit to advertising in general.

It is easy to imagine that if the art of pictorial representation was reduced to a mechanical science, where it would be easiest or most natural for all workers to illustrate a subject in the same characterless style, advertising would then lose much of its interest and efficacy. But by reason of those subtle instincts in mankind which mark the dividing line between Art and Science, it becomes practically impossible for one artist to adhere exactly to the form of treatment which represents the individuality of another artist. Amateurs and graduates of Art Schools may show a certain similarity in their productions, but sooner or later the personality of the individual will begin to show in his work, and in time he will drift into a form of treatment which is markedly his own and from which it is exceedingly difficult for him to dissociate himself. All of which, as before mentioned, is exceedingly good for the advertiser. *Etheridge Pace.*

DIRECT ADVERTISING

By C. E. Styer, of the Multigraph Co., Melbourne, Australia

ADVERTISING is selling, and the fundamental principle of selling is a direct appeal to buy. Long before paper or type were in use, the merchant sold his wares by word of mouth, which was probably more effective than any other method employed, but as his scope became wider, and the introduction of these things enabled him to reach more people, he grew and prospered. He saw that to increase his business was merely to tell his people where they could purchase their necessities. His competitors did likewise, and it fell to him to make his advertisements sell instead of tell. And so on until to-day, we find that every successful business has been established through successful publicity. For although Emerson said that "if a man invented an article better

"The Toronto Daily News," one of the most Satisfactory Mediums Ever Used

The Dorenwend Company of Toronto, Limited

103 and 105 YONGE STREET

Importers and Manufacturers of

HUMAN HAIR GOODS

Toronto, Can., October 1st, 1913

The News Publishing Coy,
Toronto,
Ontario

Gentlemen;-

We feel grateful for the assistance, ''The News'' has offered, in securing for us, a firm position, in public favor. Not alone through direct city business, but also from a Mail Order standpoint, we have found ''The News'' to rank among the most satisfactory mediums, we have used in our many years of advertising. We take this opportunity of extending our sincere thanks.

Yours very truly,

THE DORENWEND COY.
OF TORONTO, LTD.

I.D.

A.F.D. A. F. Dorenwend

What we have done for others we can do for you.

Don't Omit "The News," Toronto, from your advertising appropriation.

than another, though he lived in the woods, the world would make a beaten track to his door," he failed to add that that man must inform the world of his invention or go unrewarded.

The word "direct" implies without a medium, and means straight from source to destination. In mechanics, it means least resistance and greatest efficiency. Distance and population make it necessary for the merchant to deliver his advertising message in the quickest, cheapest, and most effective manner possible. In many cases this means the newspapers, while in other cases the percentage of newspaper readers that could be sold would be so small that the cost would be prohibitive. Advertising is a matter of earning money instead of spending it, and it is necessary to reach these people at less expense. This is where the value of direct advertising comes in. It is economical because there is no waste circulation, and one of the greatest problems of advertising is the loss by waste circulation. It can be written and delivered in privacy, safe from the eyes of competitors, and in a manner that probably receives better attention than a visit from a salesman. The business man attaches great importance to his mail, and if presented in the proper manner, the message is almost certain to be read. It also enables the advertiser to trace results intelligently and accurately, as a comparison between the mailing list, the list of those sold, or the list of those who have made enquiry will determine results. In many lines of goods, it enables the advertiser to send out samples of his merchandise. It has a higher attention-getting value, because it can be put into a large variety of forms, such as personal letters, folders, mailing cards, blotters, calendars, etc., and can be used to supplement his other forms of advertising.

And because it explains the psychology of the sale, this is one of the most powerful features of direct mail advertising—it enables the customer to act at once with the use of the mailing card that may be enclosed. Many resolutions to buy have been shattered through a few days' delay, when some other article has claimed attention. It is valuable in concentrating upon some particular line or in some particular territory, at opportune times. It can be mailed so that it will be received at the proper time and place to receive the best attention, and it is also possible to test the pulling power of direct mail advertising without large expenditure by mailing a certain number of copies of several different letters, and determine which brings the greatest number of enquiries.

Direct advertising, to most people, means what is ordinarily known as the circular letter, and it is not our purpose to enter a plea for that unpopular article in its ordinary state of production and use. But even at that, it has some value, like the mute traveller who would call upon his trade, and receive any orders that his pres-

The Morning Paper with the big Toronto and Suburban Circulation

For years the Toronto Morning World has been recognized by shrewd advertisers as being one of the papers that can always be relied upon to produce results—and it has been getting better every year. One of the largest advertisers in the Toronto field, in discussing his experience, said:—

"We use big space in The World, for we know by experience that it produces results and is one of the very best papers we use. It is not a matter of guesswork with us but a knowledge gained by a daily experience extending over every week and month of the year. Occasionally we have people say unkind things to us about The World, just as they do about other papers, but we know this is due either to lack of knowledge or a desire to deliberately deceive."

Count them on the fingers of one hand

You can count all the Canadian papers having a circulation of more than 100,000 on the fingers of one hand. The Toronto Sunday World is one of the best of them. Eighty per cent. of its circulation is in Toronto among the good homes. As many as seventy per cent. of the homes on some of the finest residential streets of Toronto get The Sunday World. It goes into the homes late Saturday night and is read on Sunday, when every member of the household has time and inclination for reading. One advertiser, in renewing his contract, recently stated that in his own home his copy of The Sunday World was read by at least eight persons every Sunday. The circulation of the Sunday World frequently has a double value, for it is read in Toronto homes on Sunday and then mailed to friends at a distance on Monday. In this way The Sunday World has often been credited with having a big circulation at some point when in reality little or no real circulation existed.

To get best results use both papers. They make a strong combination and go a long way towards making the advertiser forget any depression due to war times.

ence alone might attract. But such a man has no selling power. It can claim only a moment's attention. But clothe it properly, and give it the power of speech with a real message to deliver, and its value is multiplied at once. The circular letter, poorly clothed and presented, claims but a moment's attention, unless it is eagerly awaited, which is not the usual welcome accorded the letter that is sent out to sell goods. But with sufficient postage to properly introduce it and clothe it in a manner that it will hold the attention which has been secured, it assumes an importance which is necessary in order to accomplish its mission.

There are very few advertising men but believe in the direct appeal, if it can be made satisfactory. If the mute traveller can be converted into a salesman, the circular letter can be converted into a sales letter. There are certain rules which may be of assistance to the man who is just interesting himself in the sales letter, and I will mention these briefly. It is assumed that every man who wants to advertise has a good article, one that will support any reasonable claim that he wants to make. Advertising is a good thing, but you must have a good thing to advertise. Then get the view-point of the recipient. Talk "you," not "we." If the farmer's fruit crop is being destroyed by insects, do not say to him, "We have spent hundreds of pounds experimenting for a spray that will kill insects," but say to him, "How much will you take for your fruit crop?" Put yourself in his place, and determine by some investigation just what the vital things are. Then place them in a logical sequence in a short, concise letter, and deliver it to him under penny* postage. This will require some work and expense, it is true, but you are after results, and your labor will cost much less than your failure. Your letter must be clear and definite, full of reasons and not "beliefs" or "possiblys." Clearness brings conviction, and conviction brings decision and action. Avoid any extravagant phrases that might destroy in a minute the confidence which you have secured through repeated letters and services. See that every sentence tells something in the quietest possible manner, and in plain simple language that will permit of no confusion or double meaning. Then stop. After the closing argument that is intended to convince, cut your letter short. If you ramble on, you will invite the "pulling of watches"—a regular scene in many a church congregation on Sunday morning after the preacher has closed and begun all over again. Make the letters as personal as possible, and remember that to make a letter personal does not mean sending it to one man only. A personal letter is one that sounds like a conversation on an article that is of interest to both parties, whether it be addressed to one person or a thousand. Many a sales letter that is actually typed out is so

* Two cents in Canada.

A TOWER OF STRENGTH

THE HAMILTON HERALD

is unquestionably Hamilton's

Best Advertising Medium

because it is in close touch with thousands of exclusive readers who know its worth, and appreciate its independent policy.

National and local advertisers profit by appeals to such a buying clientele.

Write for rates.

THE HERALD PRINTING CO., LIMITED
HAMILTON, ONT.

ADVERTISED PRODUCTS

That Nationally Advertised products are favored not only by the Consumer, but by the Dealer, is proved by the fact that over 350 Merchants gave window space to over 150 Nationally Advertised products during the **Journal's Newspaper Window Display Week.** To secure your share of the ever increasing market in Edmonton and vicinity have copy prepared at once for insertion in the

EDMONTON JOURNAL
(Branch of Canadian Newspapers Limited)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

full of stock phrases that its individuality is lost at once, while the letter that is written from the view-point of the recipient is almost certain to receive attention, regardless of the manner in which it is produced. A safe rule to follow is the generous use of the word "you," as to the average man there is nothing else in his business so important, and because the use of this pronoun will prevent you flying off into space on flights of oratory about yourself or your product that will be wasted on the desert air.

These things seem so simple, but if you think them unnecessary or beside the issue, just examine some of the letters that you receive, and see how many of them were written from your point of view.

After your first letter is written, do not expect it to work any wonders unassisted. Like the opening volley on the battlefield, it cannot be expected to tear down the stone walls and destroy the entire fort. It does its duty well if it makes the opening that the force of the next shot may be directed and expended on the vitals therein. But be certain that the second shot follows, or the opening caused by the first may be healed before its successor arrives. You would not think of sending out a salesman for one trip, and remove him if his first trip were not successful. Then why expect a letter to accomplish in a few words what a salesman could not do in a number of calls.

The first letter may start a train of thought, which will be fed and nourished by a second and a third, and even a fourth, before action is secured from the customer. And remember it is costing only a fractional part of what it would cost to have a salesman call upon that number of people. In some lines, results can be expected at once, but in most cases a great deal of cultivation is necessary between the planting of the seed and the harvesting of the crop. Statistics are uninteresting, as a rule, but I can give you actual figures of one follow-up campaign. The first letter brought no results, the second seven orders, the third nineteen, the fifth twenty-four, the sixth twenty-two, and the seventh sixteen. These figures go to show that the important thing in direct mail advertising is a conscientious follow-up.

The principle of the follow-up is a principle of nature itself. You can start a ball rolling along the ground, but to keep it rolling you must keep pushing it—applying the follow-up. The merchant may tell you that his goods are the best on the market; but if he never sees you again, you forget him. But if he comes to you week after week, and month after month, with the same forceful claim, and presenting new facts, you will unconsciously accept his statements as true, sooner or later.

The ability to present your claims in a different manner is one of the advantages of direct mail advertising. It permits variety. You would not think of dressing your show windows in

The Hamilton Spectator

A Newspaper of Character

Goes Into More Homes, Offices and Workshops Than Any Other Local Paper

Advertisers with a good product will find it a medium that never fails. Best classified medium in its field.

When Good Times Come Back!

Why advertise now?

Why not wait until Prosperity returns, and "hit it up hard?"

If you do that, you'll find yourself lagging at the tail-end of the procession.

Good times will not return "over night." You'll read some day about the orders on hand in your line—about your competitor's activity.

If you start to advertise then, you may keep on losing, instead of gaining ground.

REMEMBER!

The Public is under no obligation to remember you and your goods all through the war.

THAT'S UP TO YOU!

June, and leaving them unchanged until the next June. You change your show windows continually, so that you may present to the buying public an ever-changing appeal to buy your goods. Mrs. Jones may pass your window to-day where dress goods are displayed, and be uninterested, but to-morrow your display of hosiery may attract her to your store, and her purchases extend to other lines as well. The same thing applies to follow-up letters. The only difference is that you take a chance on Mrs. Jones passing your window, while the letter is a personal invitation for Mrs. Jones to visit your store. If that personal invitation is sent out on Friday morning of each week, fifty-two weeks in the year, you will have invited Mrs. Jones to your store weekly for one year at a cost of about five shillings. And who will admit that their appeal is so weak that fifty-two personal invitations could be issued to one person without some response? One retail manager makes it a rule that a head of one department must write one letter each week, and that letter is sent to the follow-up list. As there are about twenty different departments, the prospective customer is getting a different appeal in each letter, and it is almost impossible to send twenty letters on twenty different articles without striking one that that customer needs at that very moment.

Direct Mail Advertising is not limited to any one class of advertisers. Manufacturers use it to supplement their national advertising. Importers use it to promote the sale of their goods for their storekeepers. (Only last week I saw a letter go out in Sydney to every country storekeeper in New South Wales and Queensland, beginning: "From this date we are going to sell *Tea* for storekeepers as well as to them).

A common mistake in Direct Mail Advertising is removing a customer's name from the mailing list as soon as his first order has been received. True, his name should be removed to another file, but one of the greatest advantages of the follow-up is its ability to cement the customer to the house. It should maintain his interest by keeping him "lined up" so to speak. With every sale that is made, there is a risk of losing the customer; something may go wrong with the shipment, the goods may not come up to the standard that he had set in his mind, or he may simply neglect from day to day to order. The right kind of a follow-up letter that anchors this customer firmer than ever to the house, is one of the most profitable letters possible. For the cost of getting the customer has possibly been greater than the profit on the first sale. It is the re-order that most firms want; it is regular customers that pay the dividends, and the follow-up letter is the most powerful agency in keeping them interested.

Many retailers also use direct mail advertising to cash in on the manufacturers' national advertising, sending out a letter advising that these articles which are being

advertised extensively can be purchased at their store, as many of these large ads. carry no dealer's address, other than "all grocers," or "all drapers!"

I have not lost sight of two important things in connection with direct mail advertising, which I have mentioned only casually. One of these is the mailing list, and the other, the method of producing the letter. It is the work of a very competent person to compile and manage a mailing list, but it is worth it. It should be the duty of some one responsible person to keep it live and up-to-date, to see that the customer's name is transferred from one file to the other, in order that he may receive the proper letter at the proper time. For, as I said before, by the proper classification of customers and prospects, you can make your letter just as personal as though each were typed separately. I believe in producing the letter in a typewritten form, because it is possible now to do so in any quantity. It is a safe assumption that your reader attaches just so much importance to your letter as you do. The inefficient letter is inexcusable, whether it is personally dictated and typewritten or a form sent to thousands. But the real sales message is deserving of the utmost consideration so long as it is dressed neatly, and it offers no insult to the intelligence or position of any man who receives it. I have had men tell me that they never read sales letters, that they consign them at once to the waste basket. This is probably true, but in many cases there are more brains and money in the waste-basket of those men than in their heads. They are the type of man who refuses to see the representative of a concern unless he is the president himself, and wears a silk hat and a frock coat to honor his position. It is fortunate that his brand is infrequent, and does not materially reduce the successful percentage of your letter.

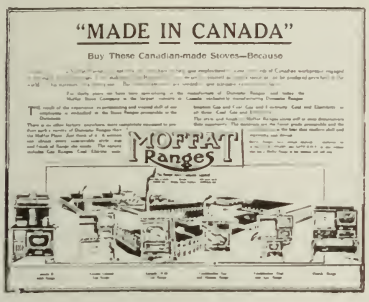
* * *

Some businesses can get along without advertising, just as some men make a living, although dumb, but both are uphill jobs. Advertising has kept Sarah Bernhardt young and attractive for sixty-seven years and the lack of it made Edgar Allan Poe starve at forty.—*Fitch.*

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

THE Moffat Stove people in their recent advertising (which by the way has been appearing in the dailies in generous space) have made the most of the prevailing "made in Canada" sentiment. The idea of producing no less than six different styles of

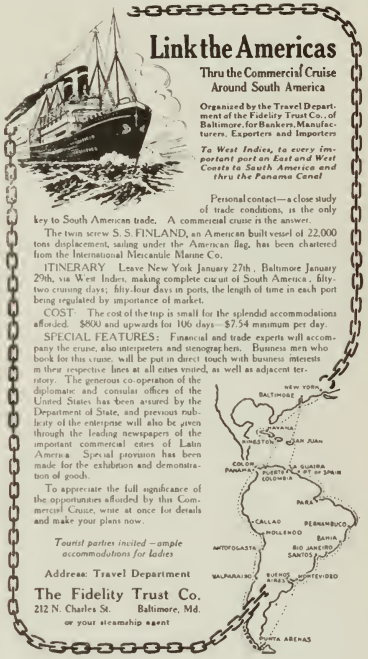


stoves in the foreground of illustration of the plant is a good one, emphasizing as it does, the very complete line of domestic ranges which these people manufacture.

The ad in question is clipped from a leading Western daily, and it would certainly have had added selling value if the name of local dealers had been included—there is ample room for this addition.

The reading matter is more in the nature of a statement of facts than of arguments proving the Moffat superiority, but this advertiser evidently relies on his thirty years successful stove-making as sufficient substantiation of his claims. The size alone, however, is big enough to dominate the page and attract attention.

The striking advertisement reproduced from a recent issue of *Printer's Ink* tells the tale of the proposed commercial cruise around


Link the Americas
Thru the Commercial Cruise
Around South America
Organized by the Travel Department of the Fidelity Trust Co., of Baltimore, for Bankers, Manufacturers, Exporters and Importers
To West Indies, to every important port on East and West Coasts to South America and thru the Panama Canal
Personal contact—a close study of trade conditions, is the only key to South American trade. A commercial cruise is the answer.
The twin screw S. S. FINLAND, an American built vessel of 22,000 tons displacement, sailing under the American flag, has been chartered from the International Mercantile Marine Co.
ITINERARY Leave New York January 27th, Baltimore January 29th, via West Indies, making complete circuit of South America, fifty-two cruising days; fifty-four days in ports, the length of time in each port being regulated by importance of market.
COST The cost of the trip is small for the splendid accommodations afforded. $800 and upwards for 106 days—$7.54 minimum per day.
SPECIAL FEATURES: Financial and trade experts will accompany the cruise, also interpreters and stenographers. Business men who book for this cruise, will be put in direct touch with business interests in their respective lines at all cities visited, as well as adjacent territory. The generous co-operation of the diplomatic and consular offices of the United States has been assured by the Department of State, and previous publicity of the enterprise will also be given through the leading newspapers of the important commercial cities of Latin America. Special provision has been made for the exhibition and demonstration of goods.
To appreciate the full significance of the opportunities afforded by this Commercial Cruise, write at once for details and make your plans now.
Tourist parties incited—ample accommodations for ladies
Address: Travel Department
The Fidelity Trust Co.
212 N. Charles St. Baltimore, Md.
or your steamship agent
NEW YORK
BALTIMORE
HAVANA
KINGSTON
SAN JUAN
COLON
PANAMA
PUERTO CABELLO
LA GUAIRA
PT. OF SPAIN
COLOMBIA
PARA
CALLAO
PERNAMBUCO
MOLLENDO
BAHIA
ANTOFOGASTA
RIO JANEIRO
SANTOS
VALPARAISO
BUENOS AIRES
MONTEVIDEO
PUNTA ARENAS

South America in most happy manner. "Link the Americas" is a caption that is illustrated in an original way by means of the chain border effect with steamship and map of the southern continent showing the itinerary.

Personal contact with the South American people is the only way to capture this desirable trade, and the commercial cruise is the surest and most economical way

of studying conditions at first hand and sensing the southern markets.

Details of itinerary, cost and special features are well brought out, and the whole ad is no less praiseworthy than the enterprise. It certainly bears the imprint of the skilled copywriter.

* * *

The Kent & Brown Co.'s ad is ugly and in the attempt to utilize

Kent & Brown Co. Ltd.
Men's Furnishings
"Fit-Reform" Suits
The High Class Tailoring
Stanfield Underwear
Pure Wool Goods
Stetson Hats
Fownes Gloves Hartt Shoes
EVERYTHING FOR MEN

THE KENT and BROWN STANDARD
AFTER ALL WHAT IS GOOD SERVICE? JUST DEPENDABILITY.
You can always depend on our QUALITY, our PRICE, our CAPACITY, and our SERVICE. From time to time we give you sensational evidence of our keen buying, but the outstanding feature of our establishment is the STEADY RELIABLE SERVICE in standard goods. Our name is coupled with the names of the recognized standard goods.
GROCERIES AND PROVISIONS

Kent & Brown Co. Ltd. Phones 40 and 407

Boys Clothing
"Wearbetter" Suits for Boys
The Dreadnought of Boys Equipment
Jaeger Sweater Coats
"Trikmit" Underwear
The Boy Scout Shoe
EVERYTHING FOR BOYS
Kent & Brown Co. Ltd.

white space to throw the type matter more into the limelight, the very opposite effect has been produced. Possibly the red cross shape of the setting has been purposely used in the belief that it is peculiarly suitable at the present time, but I think it is both ineffective and inopportune.

The reading matter, too, is a mixture of service, clothing and groceries, and while there is nothing to prevent a combination ad of many lines proving effective, the various departments should be kept intact and the ad introduced by the service talk. Then, again, the repetition of the firm name has little value—one appearance in good display should suffice.

This firm would do well to study some of the really excellent store ads to be found in nearly all our leading papers.

* * *

In the several campaigns which have recently appeared to boost the sales of Canadian apples, the utmost use has been made of all the arguments offering, and emphasis is laid on the advantage of buying by the box.

In the British Columbia ad capital is made out of the fact that B. C. apples are champions of the world, and the newspaper cam-

"The Apple Is King"

Get Acquainted with British Columbia Apples Champions of the World

All this week at all retail stores and at the City Market there is being displayed all the specimens of the famous British Columbia Apples—prize winners on all international exhibitions. See them—Buy a box—send a box to the folks back home.
All this week British Columbia Apples are featured at the leading restaurants, cafes and dining cars of the leading railroads. Order your favorite dish when you dine.

BRITISH COLUMBIA APPLE SHOW
At the
VANCOUVER INDUSTRIAL BUREAU
Corner Pender and Cambie Streets
ALL WEEK—Every day and Evening, November 2nd to 7th.

Admission Free

BUY A BOX TODAY FROM YOUR DEALER

Apples are not sold at the Apple Show at the Industrial Bureau. BUY YOUR APPLES FROM YOUR DEALER. Out-of-town residents desiring to purchase a box of British Columbia Apples to be delivered to any charitable institution in the province should correspond with the Secretary of the Management Committee, Mr. A. L. Cullopy, Dominion Trust Building. Orders will receive attention at the close of the show Saturday.

paign links up well with the current apple show.

This series of ads is particularly noteworthy on account of the excellent typographical display.

* * *

The Oil Syndicate ad repro-

duced, proves one thing at least conclusively, that there is at least one cheery optimist left in these times of slackness and shortage of cash. Note the sound patriotic advice, "Take a chance—there is very little chance of failure."

The mere fact, perhaps, that at times like the present, a firm can be found bold enough to advertise

BOOM ONTARIO
NOW IS THE TIME
GOOD, SOUND, PATRIOTIC ADVICE
"Take a chance—This is no time for grave, financial or otherwise."
The Eureka Gas & Oil Dev. Syndicate
is now offering A BIG OPPORTUNITY, with little chance of failure, in the New Gas and Oil Fields near Tillsonburg —less than 100 miles from Toronto.
INVEST NOW
First Well of Eureka Syndicate, Showing 500 Feet of Oil
IN THE EUREKA SYNDICATE'S PARTICIPATING LEASES.
$15 Per Lease
VERY LITTLE RISK
Chance of Big Profits
EUREKA GAS AND OIL DEVELOPMENT SYNDICATE
36 Bank of British North America Building
2 WELLINGTON STREET E
Telephone Main 6968
Name
Address
Good Agents Wanted—Liberal Contracts made—Write before territory has been allocated.

oil leases would convince those not over-cautious of the merits of the proposition — they are showing their faith by spending good dollars in advertising—ergo it is alright.

Mind you, I have no knowledge of the proposition and am not decrying it in any way, but it does seem that the present time is inopportune for marketing a proposition of this description.

The language of the ad is fairly moderate and the setting only ordinary.

The use of the child illustration and child appeal in the advertising of a number of very different products is on the increase, and my experience is that this style of advertising has proved both convincing and profitable.

Here is a case in point to advertise Rainbow Flour. The youngster's cherished toys are forgotten and a mad rush follows to greet the challenge, "Who said cookies?"

The matter, attractively set, is readable and true to life, and the illustration and border design,

"Who Said Cookies?"
At the happy report, barks are turned in the toys. Clattering down stairs to the kitchen Breathless demand "Let me fill my blouse full, Mother"
And the delicious circles aren't eaten merely for the sugar on top.
For Mother picked a flour that makes the finest cookie dough in the land Its powdery fineness makes it always ferment evenly and bake evenly
Name of the flour? Rainbow. Rainbow Flour is made from only the inmost nutriment of the wheat berry—not the tiniest speck of fiber, "grease" dirt, skin or sprout can remain after our extra-careful milling
Order some Rainbow Flour today and call "Cookies" tomorrow.
In using Rainbow Flour for pastry, less flour is required and more water (added slowly).
RAINBOW FLOUR
MAKES GOOD BREAD
QUALITY
QUALITY
Canadian Cereal and Flour Mills Limited, Toronto, Canada
Makers of Tillson's Oats and Rainbow Flour

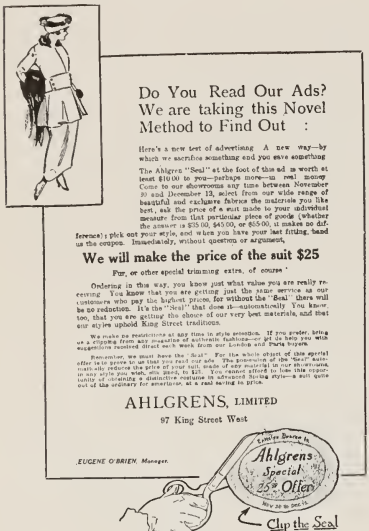
linking up well with the trade mark, excellent.

I have nothing but praise for this admirable piece of copy.

* * *

The Ahlgren people have hit on a novel idea of not only keying their ads, but also of promoting a special sale at reduced prices in a manner that does not in any way

cheapen what may be regarded as a high-class store.



"We sacrifice something and you save something," is the way they put it. The customer selects a gown costing in the ordinary way as much as fifty-five dollars, and the production of the magic seal reduces the price automatically to twenty-five of the best.

It is a very clever way of getting away from the time-worn method of shouting, "was fifty-five—now twenty-five," yet, of course, when analysed the effect is the same.

But I am inclined to think that many who would not consider a plain reduced ticket offer, will jump at the opportunity offered in this unique manner.

I shall be very interested to hear of the success of this advertising.

WHAT'S DOING AT THE AD CLUBS

CALGARY

The Ad Club at this centre has decided to enlarge its scope of usefulness, and while retaining its membership with the Associated Advertising Clubs of the World, will devote a large amount of its attention to advertising the city of Calgary.

It is planned to make it a Boosters' Club in the best sense of the word, for the boosting will be of the kind that has its origin in knowledge, and the Calgary first spirit will have prominence in all its activities.

A broad appeal for membership has been issued to all who have the welfare of the city at heart, and a great future is predicted for the Club under its new constitution.

The body of men who were largely responsible for the passing of the Fraudulent Advertising Bill by the Dominion Parliament will surely be heard of shortly.

* * *

HAMILTON

Milton Beggie, sales and advertising manager of the Canada Bread Co., was the speaker at a well attended meeting at the Hotel Stroud on November 17th. The speaker referred to the new volume of business which Canada would have as the result of the war, and

to the unlimited amount of money that formerly went to Germany, which would naturally be spent in Canada. He impressed on his audience the fact that the advertising man would do a great deal to divert the trade to the proper channels. Advertisers should pay much greater attention to the wants of the people, before putting pen to paper. In his opinion, 90% of the buying was done by the women, and for that reason the ideas should be concentrated on something that would appeal to women. It was hard to get women to read cold type, but give them something attractive in the way of an illustration, and then put the facts under it, and the results would be bound to follow.

He spoke very favorably of the "made in Canada" movement, but emphasized strongly the necessity of putting the very best value in every manufactured article.

Every ad man should have a hobby, and that hobby should be his business.

The chair was occupied in an acceptable manner by D. B. Wood.

* * *

MONTREAL

Resolutions were passed at a meeting of the Press and Advertising Club at a meeting on the 14th inst., urging Canadians to give preference to "made in Canada" goods, and the following slogan was adopted, "Patriotism is good business. Buy Canadian and Empire-made Christmas gifts first."

Copies of the resolution are to be forwarded to the Government and to a number of trade associations and Boards of Trade.

Some "New Interests of Patriotic Business Men" were laid before the members of the Montreal Press and Advertising Club at their regular meeting on Wednesday night, November 18th. The speaker was Chas. C. Nixon, vice-president of the Continental Publishing Co., Limited, Toronto, publishers of *Everywoman's World*. Stripped of its imagination, the subject matter dealt in important detail with rural and farm problems and how city business men

All There Is To It
RED WING
the
GRAPE JUICE
with the Better Flavor
It is ALL Grape Juice, with the delicious, delicate flavor obtained by one light crush of select Concords—pressed and bottled right at the vineyard—just as the fruit leaves the vine in the Great Concord Grape Belt. That's all there is to it. Contains no coloring matter—no preservatives—no impurities. When you buy Grape Juice ask for Red Wing—INSIST on the brand that insures the utmost in purity, quality and grapy flavor.
Puritan Food Products Co., Inc.
Fredonia, N. Y.
RED WING
GRAPE JUICE
Linking up bottle and contents in striking manner

and advertising men can encourage and help the farmer, and thereby help themselves. Sixty-five per cent. of our Canadian population being farmers and rural people closely dependent on the farmers, it was readily appreciated how timely

These are the Loads that land the Laurels!
BALLISTITE (DENSE)
AND
New (SMOKELESS) Empire
Smokeless Powders
BALLISTITE (Dense) A waterproof powder of high velocity, yet gives lower breech pressure than any made. Considered the "fastest" powder ever put into shells.
NEW EMPIRE (Bulk) Specially adapted to the Canadian climate; positively will not deteriorate. Uniform, close pattern, very light recoil.
You can get BALLISTITE and NEW EMPIRE smokeless powders in any shell loaded in Canada. Specify them and get highest results!
BALLISTITE
NEW EMPIRE
7½ CHILLED

A timely ad. with effective use of hand-lettering.

and important was the subject matter presented in these times of turning to develop home trade.

The farmers, it was pointed out, are producers. They do not understand selling. They need new markets and wider markets, and there are great possibilities of developing the market at home as demonstrated by the current campaign of Government advertising on apples. The cheese industry could also be greatly benefitted by interesting Canadian consumers in the real food value of cheese. While individual farmers in rare instances were making big money out of pure bred live stock, or from apples or from dairy farming, the great mass of Canadian farmers were making a mere existence owing to their lack of knowledge and failing to understand and appreciate what they can do.

The president, R. W. Ashcroft, Manager of the Canadian Consolidated Rubber Co., Limited, occupied the chair.

H. D. Scully, of Toronto, secretary of the Home Market Association, was present at the meeting and briefly outlined his scheme of proposed advertising to appear in full-page space twice in all of the dailies, and once in a big list of the weekly papers, to advise Canadians of Canadian manufactured products that they should buy.

Paul Fitzpatrick, of the J. J. Gibbons Co., who handled the Government advertising campaign, on Canadian apples, reported results secured to date, and made mention of interesting sidelights and possibilities that the advertising had developed.

* * *

Final arrangements have been completed whereby the Publicity

LUX
WON'T SHRINK WOOLLENS
If you'd enjoy the luxury of rare cleanliness—use
Pure Essence of
LUX
Soap in Flakes
the one preparation most suitable for washing garments worn next the skin—flannels, woollens, dainty garments and filmy fabrics. LUX softens hard water—gives a rich whipped-cream-like lather that actually refines the softness of the finest materials. LUX is invaluable in homes of refinement—it rinses rather than forces the dirt out of clothes. Try it.
Remember LUX won't shrink woollens—Price, 10c.
Lux is made in Canada, by Lever Bros. Limited, TORONTO.

Making good use of seasonable demand to advertise a staple.

Association has taken over for its sole use, the quarters in the Read Building which it occupied last season in conjunction with the Commercial Travellers' Club.

It is planned to resume the "clean-up" campaign, which was so successful last year. The programme committee, under the direction of L. R. Greene, have very ambitious plans for the present season. They are to make the Publicity Association one of the strongest organizations of its kind in Canada.

Dr. J. G. Adami spoke at the luncheon on November 23rd on "Italy and the War," and J. H. Sherrard, vice-president of the Canadian Manufacturers' Association made a strong appeal on November 30th, for the Club's support of the "Made-in-Canada" movement.

Mr. Sherrard considered that Canada at the present time was in a perilous condition, from an industrial standpoint, and the only remedy guaranteed to cure this state was to support the "Made-in-Canada" movement.

While a country like Great Britain, a capitalist country, could afford to buy more than it sold, Canada could not do so with impunity. Canada's borrowing had stopped altogether four months ago, with the result that many workmen had been thrown out of employment, and the country had still to pay the interest on vast debts, which had accumulated in recent years.

The Mother Country had need of all the food stuffs that the Dominion could supply, and the urgent need was to get more land under cultivation.

Canada had now developed into a country which was borrowing money from abroad to buy foreign-made goods, and the obvious duty devolving upon every Canadian was to buy home-made products.

A strong plea was made for co-operation between manufacturers, farmers and merchants, and it was urged that Canada must double her productiveness and cut her imports in two.

J. O. Garreau, J. F. Foster and David McKay also addressed the meeting, at which there was the biggest turnout of any weekly luncheon.

* * *

TORONTO

An address that was full of real advertising ideas was given by George W. Allen, advertising manager of the Consumers' Gas Company, Toronto, at the fortnightly luncheon on November 24th.

Mr. Allen described, with the aid of a number of excellent lantern views the methods that have proved so successful with his company in boosting the use of gas in office, store, home, and factory.

The new business department which came into existence six years ago owing to the threatened competition with electric light, has been successful in more than doubling the output of gas in that time, a volume more than that produced by all the other gas companies in Canada combined.

In the retail ads shown on the screen which covered wide range of arguments and appliances, it was pointed out that considerable value was placed on retaining the same style of layout, and details of the

campaign to interest architects and builders to instal combination gas and electric fixtures in new buildings were explained.

There were over 1,000 different commercial uses for gas—it could be used both to heat and to cool a house—and a number of the booklets used to approach householders and various trades were shown.

Stress was laid on the benefits derived by the company from their service department, and interesting information was given of the training methods employed to keep their sales and service staff tuned up to the highest point of efficiency. No less than fifty lectures to promote efficiency will be given during the winter months.

Of much interest also were the details of advertising record forms which were most systematically and completely laid out.

Prior to the address the revised constitution and by-laws of the Club were ratified without a dissentient voice.

* * *

A most enjoyable and varied programme was provided by Chairman Murray Ross and his merry lieutenants on the evening of November 24th, the occasion being the first Ladies' Night of the season.

The affair was purely informal and members and their ladies turned out in large numbers, completely taxing the accommodation of the club's quarters.

The evening opened with a series of fencing and foil bouts by Messrs. Walters and Campanelli, followed by a progressive euchre tournament at which the prize winners were: 1st, Miss Horwood and Hirschmann, 2nd Mrs. Coryell and Frank Galbraith.

During the evening little Miss Edith Walsh sang a couple of songs in a most acceptable manner to her sister's accompaniment, and the MacDonald Male Quartet fully sustained their reputation, the rhythm, light and shade and tone of their unaccompanied numbers being remarkably fine. A dainty and generous repast was served during the evening.

* * *

In past years the members have had a Christmas Tree and jollification all to themselves just prior to Christmas, but 1914 festivities will take the form of a Christmas Tree and Tea for a hundred really needy youngsters.

The members themselves will provide the entertainment and provide abundant gifts of clothing, toys and other good things.

Many members in the past have probably not given the subject the consideration it deserves, and this "Help others Christmas" will prove a veritable delight to them all.

ADVERTISING MAN, young, single, having ability, energy and valuable experience with leading papers, seeks opening with publisher, agency or manufacturer. Now holds good position but desires opportunity having larger possibilities.
Box 115 Economic Advertising, Toronto.

THE GILLETTE IDEA OF CO-OPERATION

THE following review of the Gillette Safety Razor Advertising, deals with only one phase of that publicity, and it is interesting to other advertisers because it brings out some of the methods by which they seek to co-operate with the dealers.

The occasion has been the introduction of two new razors "The Bulldog" and "The Aristocrat," the "Bulldog appealing more particularly to the prevailing patriotic sentiment, and the Aristocrat," with case and blade box in solid French ivory, is made the feature for Christmas selling.

A well-worded letter reproduced herewith illustrating one of the new "Bulldog" razors, was sent out to dealers throughout the country, with a request to examine it at once, and a suggestion that the dealers would not have cared to wait until the traveller could get around to them.

Together with the letter were sent a number of attractive window cards, copies of newspaper advertisements, hangers and counter cards.

The hanger is severely plain, but attractive, in black letters on a yellow

WATCH THE POSTER BOARDS FOR THE "BULL-DOG" POSTER CAMPAIGN

"New, but still $5.00."

MADE IN CANADA
Gillette
KNOWN THE WORLD OVER
REGISTERED

Gillette Safety Razor Co.
OF CANADA, LIMITED
73 ST. ALEXANDER STREET,
MONTREAL, P.Q.

Introducing the New "Gillette Bulldog" Razor.

Dear Sir,—

Today, by registered mail, we are sending you one of our new Gillette "Bulldog" Razors. We have mailed it so that you can see and examine it at once—an impossibility if you had to wait until a "traveller" could get around to you.

The "Bulldog" was designed and named two months before the war, with an eye to the solid-framed, athletic chap, who chooses all his personal belongings to fit the generous size of his hand and heart.

The feature of this new Gillette Set is the stocky "Bulldog" handle, thicker and heavier than the Standard Gillette, affording a very different grip and balance.

The name, 'Bulldog,' a good one at any time, has become much more valuable since the war broke out—and as you will see from the Window Cards and Advertisements, which will reach you under separate cover, we are taking full advantage of the British Bulldog's popularity, and of the patriotic "Made in Canada" movement now sweeping the Dominion. We mean, with your help, to keep our employees busier than ever.

Our preliminary advertising always prepares the way. The reputation of the Gillette as the best razor made, would in itself carry the new model far along the road to success, but its timely, catchy name makes an instant appeal to popular fancy. And the fact that the Gillette is 'Made in Canada' strikes a strong note of practical patriotism, and completes a remarkable combination of effective selling forces. There is no room in Canada to-day for certain 'foreign made' goods.

Look the "Bulldog" over carefully. Note the attractive oval case of Grey Antique Leather. Feel the weight and balance of the razor—the splendid grip it gives. Try a shave with it. The window displays you can make with "Bulldog" Cards, the razor sets and some bunting, will give an impetus to your whole Gillette business.

Now, if the Gillette "Bulldog" looks good to you, send us a cheque for $3.68 for the set forwarded,—($5.00 less 25%—less 2% for cash)—and fill out the enclosed Order Form for as many more of our line as you want, which will be shipped to you in turn.

If you have any doubts about being able to sell the "Bulldog" freely, and do not want to keep the set, even for yourself, return it to us by registered mail, using the 13c in stamps enclosed in the little manilla envelope. Don't feel under the least obligation to keep it unless the "Bulldog" appeals, as we feel sure it will, to your sound business judgment, as a saleable article.

GILLETTE SAFETY RAZOR CO. of CANADA, Limited.

A. A. Gillett

Managing Director.

A MOTTO (OURS) FOR ALL CANADIAN MANUFACTURERS: "WHAT WE HAVE WE'LL HOLD—WHAT WE HAVEN'T WE'LL MAKE"

background, while the show card (which by the way is a reproduction of an 8 sheet poster, extensively displayed throughout the country) shows the British Bulldog standing on the Canadian flag with the razor in the foreground.

The card is a splendid production of the lithographer's art and the caption, "Still $5 per set" indicates no increase in Gillette prices owing to war conditions. This card is also reproduced herewith.

"What we have we'll hold, what we haven't we'll make" is not perhaps quite so happy as it might be. The inference is not difficult to see, viz.: that this company intends to retain all their existing business connection, but it might also mean that the stocks they have in the factory they intend to keep until better times. This, of course, is not what is intended to be conveyed but if the phrase had been worded, "What we have we'll sell, what we haven't we'll make" the meaning might have been clearer.

Accompanying these cards is a reproduction of the new Gillette panel sign, printed in gold and three colors. This takes the form of a centre panel with illustrations showing how the "Gillette" can be used equally well with both hands. This centre panel is supported by two wings, which have to be brought a little to the front, in order to make the panel stand up. It was a very clever move on the part of the manufacturers to make the panel this shape as, if it is shown at all, the only position in which it can be placed to advantage is in the centre of a store window.

A twelve page folder, illustrating the many Gillette styles, attractively printed with blue and red on a grey stock, accompanies this literature, and a circular emphasizing the advantage of placing a special counter for Christmas gifts as close as possible to the store

Carry Your Patriotism Into Your Buying!
For ten years we have been talking practical patriotism—urging Canadians to buy the Canadian-made Gillette Safety Razor in preference to cheap German makeshifts.
The war has clinched our arguments.
So confident are we of the future of the only safety razor made throughout in Canada, that we are bringing out within a few weeks a New Model the
GILLETTE "BULLDOG"
It's British to the hilt, and looks the part. The price stands at $5.00—no increase over the Standard Gillette Set. Watch for the Gillette "Bulldog" ("what we have we'll hold") in the shop windows—you'll like it.
The war has not checked Gillette progress. Our factory is running full time, with complete staff. Thus we are doing our part toward maintaining Canada's prosperity. Do yours by buying, in preference, goods
"Made in Canada"
Gillette Safety Razor Co. of Canada, Limited
Office and Factory: - - The Gillette Building, Montreal
Gillette
Gillette

entrance, with suggestions as to the best way in which these can be displayed, is also included.

Ordering Gillette "Bulldog" and "Aristocrat" sets is made easy by post cards and small circulars, with details of these razors and space provided for the local dealer's name, and these are well-written and have good selling value.

A letter too, in enlarged size,

featuring the "Aristocrat" makes the most of the Made-in-Canada idea, and points out the suitability of this set for a Christmas gift.

Two pieces of newspaper copy, one of which is reproduced, are also included, and the space occupied is sufficiently large, with short and snappy reading matter, to attract attention.

Gillette advertising has often been commented on favorably in these columns, and this very valuable co-operation bids fair to assist in a bumper Christmas business for these well known goods.

* * *

"Some solicitors are like a soup bone—they have great staying qualities." — *Rogan — Proctor & Gamble.*

MEN AND MEDIA

KENNETH McKay, son of the publisher of the Windsor *Record*, and W. J. Baxter, news editor of the same paper, lieutenants in the Oxford Rifles, have joined the Second Contingent.

C. C. Green, recently of the Cobalt *Daily Nugget*, and W. M. Scanlon, city editor of the Regina *Leader*, have also enlisted for active service.

J. J. Larkin, formerly of the editorial staff of the Ottawa *Journal*, is now connected with the department of Militia and Defence.

Lieutenant H. M. Dodsworth, till recently sporting editor of the

Hamilton *Times*, has joined the 91st Regiment.

Six members of the staff of the St. Johns, Nfld., *Evening Herald*, are members of the first Newfoundland Contingent.

* * *

The local Council of Women are to publish a special Belgian Relief Fund Edition of the London *Advertiser*.

* * *

The death is announced of William Templeman, proprietor of the Victoria *Times*. He was formerly Minister of Mines and Inland Revenue of the Dominion Government.

* * *

Four booklets from the pen of Henry W. King, eastern representative of *La Presse*, Montreal, have reached us. These are entitled respectively: Quebec, Quebec's Wealth, Agricultural Quebec, and Industrial Quebec, and contain a veritable mass of information with regard to the Eastern Province. The subjects covered are a brief history of the Province of Quebec, a summary of Quebec's wealth and how to reach it, details of Quebec's exact position as a producer agriculturally, and a review of the industrial progress of Quebec province. The matter is well written and handily arranged, and is of vital importance to every Canadian advertiser. Copies may be had for the asking.

* * *

The Wilson Publishing Co., of Toronto, Limited, publishers of the Wilson list of 200 weekly papers, forward a well gotten up booklet on rural Ontario advertising. The text emphasizes the exclusiveness of these rural weeklies as advertising media, and points to the economy of the Wilson List. The List is a comprehensive one covering in a thorough manner rural Ontario and a number of places outside this province. The service offered by this list seems well worthy of consideration.

* * *

After January 1st, 1915, the *Canadian Ladies' Home Journal* will be known simply as the *Canadian Home Journal*, exception having been taken to the insertion of the word "Ladies'" by the *Ladies' Home Journal* of Philadelphia. The dropping of this word will undoubtedly prevent any chance of misunderstanding in the future.

* * *

The case against the proprietors of "Nature's Creation" socalled cure for consumption, was disposed of recently in the Toronto Police Court. the defendants being charged with wrongfully advertising the medicine as a cure for consumption. Considerable expert evidence was given to the effect that the remedy as such, was entirely worthless, and C. A. Barnes was fined $200.00 and costs, and the other members of the company, $5.00 and costs a piece. Notice of appeal was given. We understand that this case was brought to the notice of the authorities by *Saturday Night*, and the Vigilance Committee of the Toronto Ad Club.

Commencing on November 16th, the size of the columns of the Ottawa *Free Press* will be 12½ ems. Additions have been made to the linotype batteries and with the addition of an autoplate, this paper has now a most complete mechanical equipment.

* * *

The Barrie *Saturday Morning* and *Examiner* have been amalgamated and will appear on December 1st, under the name of the Barrie *Examiner and Saturday Morning*.

* * *

The *Journal of Commerce*, Montreal, edited by the Hon. W. S. Fielding, has inaugurated a Financial News Bulletin Service.

* * *

P. Acland, of the Prince Rupert *Daily News*, is with the forces at the front.

* * *

The National Electrotype and Stereotyping Co., Toronto, forward a neatly gotten up booklet showing interior views of their new plant, and a number of the modern machines which they have installed. The company at their new address, 229 Richmond Street West, Toronto, have spared no expense in installing the most modern equipment obtainable.

* * *

Owing to the energetic efforts of the members of the Winnipeg Women's Press Club, the first edition of the *Christmas Knapsack*, the paper which they themselves wrote, edited and distributed for the purpose of providing funds for Christmas cheer for Winnipeg soldiers now in camp at Salisbury Plain, has been sold out, and there is talk of a further edition being printed. The five thousand copies of the original edition sold "like hot cakes." The money—

PERRIN'S
TIPPERARY
BISCUITS
While the kiddies are bound to want them for their patriotic pictures of troops of the allied armies, Union Jack, British Bulldog, etc., the grown-ups will be just as enthusiastic about their delicious flavor and golden-brown crispness.
At your grocer's, every biscuit guaranteed.
E. B. PERRIN & COMPANY, LIMITED, LONDON, CANADA
UNION JACK
ENGLISH SOLDIER
IRISH SOLDIER
SCOTCH SOLDIER
CANADIAN VOLUNTEER
PERRIN LONDON

Topical copy that will be noticed

about $1,000—will be forwarded to General Alderson, who will be requested to purchase Christmas dainties for the soldier boys now in England.

* * *

The Edmonton *Daily Capital* has ceased publication on order of the official assignee. The *Evening Bulletin* has made arrangements to supply all *Capital* subscribers and readers with the *Bulletin* until their *Capital* contracts expire.

* * *

On and after January 1st, 1915,

the Weekly Edition of the London *Advertiser* will be discontinued.

This decision has been arrived at owing to the fact that the low subscription price and early delivery of the daily, which serves contiguous territory, has been responsible for remarkable increases in circulation at the expense of the weekly.

Advertising copy will end with the weekly issue of December 30th,

Boys of 5 or Boys of 50 All Find Fun In
MECCANO
Built with Strips of Shining Steel
Free Book No. 1
MECCANO COMPANY, INC., 71 West 23d St. (Corner of Sixth Ave.), New York City

Good illustration links up well with good copy

and as many advertisers as possible will be transferred to the daily.

* * *

The eleventh convention of the Associated Advertising Clubs of the World will open in Chicago on June 20th next, and conclude on the 24th idem.

General sessions will be held in the magnificent Auditorium Theatre, and the departmental sessions in the Auditorium Assembly rooms and Congress Hotels.

Elaborate arrangements have been made for a "better-than-ever" advertising exhibit.

The Executive Committee of the Chicago Convention Committee consists of James M. Dunlop, chairman, Homer J. Buckley, S. de Witt Clough and Charles Porter.

Clubs will do well to write earl to the Convention Committee for hotel reservations. Address, Advertising Building, Chicago.

* * *

R. D. Croft, till recently publisher of the Ailsa Craig *Banner*, has purchased and taken over the Seaforth *News* from W. R. Veale.

* * *

C. F. Jamieson has resigned the editorship of the Medicine Hat *Times* and will devote his time to private financial interests.

He retains considerable stock in the *Times*, and will also continue on the directorate.

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NOT greatly affected by conditions or events; not rapidly increasing or decreasing from week to week; but growing, steadily, surely and solidly —that describes the circulation of **THE EVENING TELEGRAM.**

And this circulation is made up entirely of papers sold as regular complete editions (extras are not counted in circulation) and the increase in the last four months, about 5000, represents but little more than the normal increase for that period.

Remembering this quality of solidity, consider these figures:

NOVEMBER DAILY AVERAGE

Subscribers in Toronto	**60,852**
Total in Toronto	**82,210**
Total Circulation	**86,629**

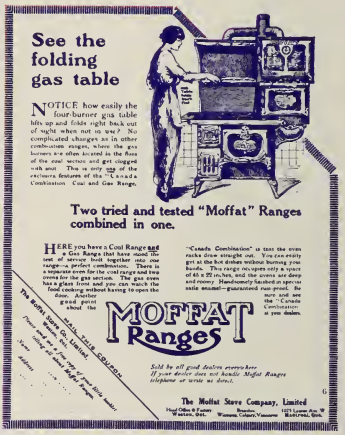
This circulation, in Toronto, is 20,000 greater than our nearest competitor.

THE EVENING TELEGRAM

TORONTO - - - - CANADA

To You Who Like Good Copy—

"COPY" has always been a strong feature of the J.W.T. Service and the consideration of the advertisement itself plays a most vital part in the preparation of every J.W.T. plan of campaign.


See the folding gas table
NOTICE how easily the four-burner gas table lifts up and folds right back out of sight when not in use? No complicated changers as in other combination ranges, where the gas burners are often located in the flues of the coal section and get clogged with soot. This is only one of the exclusive features of the "Canada Combination Coal and Gas Range.
Two tried and tested "Moffat" Ranges combined in one.
HERE you have a Coal Range and a Gas Range that have stood the test of service both together into one range—a perfect combination. There is ample room for the coal range and two ovens for the gas range. Each oven has a glass front and you can watch the food cooking without having to open the door. Another good point about the "Canada Combination" is that the oven racks draw straight out. You can easily get at the hot dishes without burning your hands. The range occupies only a space of 45 x 25 inches, and the ovens are deep and roomy. Handsomely finished in special satin enamel—guaranteed rust-proof. Be sure and see the "Canada Combination" at your dealers.
MOFFAT Ranges
Sold by all good dealers everywhere. If your dealer does not handle Moffat Ranges telephone or write us direct.
The Moffat Stove Company, Limited

The nature of the appeal and the force needed to present that appeal most effectively have always been the first and determining factors in laying out the size of space and frequency of insertions as well as in influencing the entire plan.

J.W.T. Advertisements are produced as the result of a most careful study of the merits and selling features of the product to be advertised. This means "good copy"—not merely attractive or artistic copy, but copy that actually sells the goods.

And, incidentally, it denotes the "reason why" they have been so effective to the firms for whom they were written.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

('PHONE MAIN 329 and 330)